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Shopstreaming

the impact of branded ephemeral content and streaming sources on brand outcomes in context of social distancing

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Shopstreaming: the impact of branded ephemeral content and streaming sources on brand outcomes in context of social distancing

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Summary

The current context due to the COVID-19 pandemic has highlighted the importance of social networks in both private and professional lives. Many brands have been restricted to online marketing, with a high presence on social networks. This study aims to explore the impact of branded content displayed on social media, and more specifically ephemeral branded content, and the potential role the source can have, on several direct and indirect outcomes. Thus, in relation to source, credibility and perceived authenticity as well as parasocial relationships and engagement toward the content were considered as direct outcomes, and trust and attitude toward the brand as well as purchase intentions were studied as indirect outcomes. Four different sources have been considered for the present research: brands, influencers, celebrities, and peers.

A review of the literature was carried out in order to better understand the field and to establish the state of the art. The literature review focuses on three points: social networks, their use in marketing, and the ephemeral content. Several hypotheses have been able to be developed based on the above: one group concerning the possible relationships between the different variables, and a second group concerning the moderating role that the source could have on the established model. A quantitative experimental study was then conducted online to evaluate those hypotheses. Four versions of the questionnaire were developed, where each one focused on a specific source, to test for the potential differences amongst the four sources considered.

Overall, our results showed that ephemeral content impacts the creation of parasocial relationship, which in turn has an impact on engagement. This relation is also mediated by perceived originality, a factor of the perceived authenticity of the source. Finally, this cognitive and affective engagement enhances the attitude and trust toward the brand, what leads to higher purchase intentions. The source plays an important mediator role across the model. Peers have a greater impact on the content engagement than other groups. Their content is also considered as more trustworthy and more original. In contrast, brands are considered as more expert than the three other sources. This may explain the fact that trust toward the brand is higher when displayed by a brand or a peer than when published by an influencer. However, the source has no significant impact neither on the attitude toward the brand nor on the purchase intentions.

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Chapter 1: Introduction

Context

The last decade has seen social networks taking an important place in people's lives all over the world. Indeed, with more than 3.534 billion daily active social media users in July 2019 (Statista, 2019) and 3.81 billion active social media users in April 2020 (Statista, 2020), it can be said that the use of social networks has become a daily online activity in people's lives. Indeed, in 2018, the average user spent 142 minutes per day interacting with its network, sharing content, participating in discussions or just passing time by consuming content. The number reached the three hours for people between 16 and 24 years old (Globalwebindex, 2018).

Some of these social media have even become big businesses. Regarding the three most popular social media platforms worldwide, Whatsapp counts 1.6 billion users, Youtube counts 2 billion users and for the leader of the market, Facebook, the number of users reaches 2.375 billion as of July 2019 (Statista 2019). In comparison, there are around 1.5 billion people in China. This impact of social media on our life has been even more pronounced during the COVID-19 pandemic. The novel corona virus that emerged in China in December 2019 (Wilder-Smith & Freedman, 2020) has spread incredibly rapidly around the world, creating an extraordinary situation where social distancing and containment were the norm. Socialization and human contact took place almost exclusively through social networks, changing the way people live.

Managerial motivation

Firms had quickly understood that all these users could be a potential audience relatively easy to reach even before the pandemic, and currently, social media is becoming an essential part of the business marketing strategy. In addition to the ease of access, social media are very powerful. Because of their pervasiveness, “every part of a consumer’s decision-making process is prone to social media influence” (Appel, Grewal, Hadi, & Stephen, 2020, p. 82). Whether they are market leaders, start-ups or local shops, companies must have an online presence in order to remain in the market and face competition. This adopted trend by brands of using social media platforms to sell their products, called social commerce, is going to get stronger, and will probably become a mainstream retail channel in the coming years (Influencer MarketingHub, 2019). Indeed, in addition to offer a new channel for marketing different products or services, social media increase the firm’s visibility,

increase traffic, improve the brand loyalty and customer satisfaction at a lower cost. According to a report drawn up by Buffer (2019), 73% of markets which have used the social media as part of their marketing strategy believe that it was “somewhat effective” or “very effective”. Above all, brands try via social media to create and maintain a strong relationship with the customers. The need to be present on social media has been confirmed during the pandemic. Indeed, a huge part of the ad campaigns on traditional media have been paused or simply cancelled, leaving social media as a primordial way for marketers to keep contact with their consumers. In a context of uncertainty, it is thus essential for brands to have a presence on social media in order to help them through this crisis (Business 2 Community, 2020).

However, on social networks, many trends appear (and disappear), and brands must adapt themselves to what users prefer and use on a daily basis. Indeed, on social networks, it is the user who decides. Recently, a trend that initially appeared on the Snapchat application has quickly been adopted by the Millennials: the ephemeral content. As its name suggests, it consists of content only available for a specific period of time. There is a total of 310.7 million monthly active users on Snapchat, with a daily average of 30 minutes spent on the app (which is not surprising when we know that active users open the app 20 times a day). Financially, the social media is also a success as it generated 320.4 million dollars in the second quarter of 2019 (OmnicoreAgency, 2019). There are several reasons which explain the popularity of ephemeral content with the new generation. In addition to be similar to their way of consuming information online (their attention moves from information to information, concentrating only for a few moments and then moving on to the next one, having already forgotten the previous one), the content is simpler in its nature, more authentic, closer to them, fun and also more adapted to the smartphones. It is significant when we know that an average user spends 69% of his/her media time on a mobile device (Comscore, 2017, via HubSpot).

Due to the success of Snapchat, features which enable the delivery of ephemeral content have appeared on several platforms as Facebook, Instagram or Youtube. Currently considered as part of the main trends of social media marketing, some brands have taken the plunge and interact daily with consumers through ephemeral content. Before the start of the COVID-19 crisis and according to Hootsuite, nearly two thirds of marketers were planning or had already incorporated the Instagram stories feature into their marketing strategy (Influencer Marketing Hub, 2019). This is not surprising when it is known that this feature has 300 million daily Instagram users (SmartInsights, 2018). Yet, some firms were just starting and others simply did not dare or did not want to go through with it. This can be explained by the fact that ephemeral content is a topic that is still misunderstood because it is quite recent.

More generally, the content marketing, that means the creation and the sharing of relevant online materials to stimulate an interest to the customers, is not really understood by marketers. Although 91% of them are using this type of marketing (Content Marketing Institute, 2018), 63% of marketers think that driving traffic and generating leads are the biggest content challenges, and only 30% of them think their own content strategy is effective (OmnicoreAgency, 2019). Yet, while applying an effective and consistent content strategy, the content marketing can for example generate three times more leads than the paid search advertising does (Content Marketing Institute, 2017).

These questionings about content marketing have become even more pronounced during the COVID-19 crisis, in which social media was the primordial way to communicate with consumers. Given the very large number of stories and live videos consumed on different platforms (Business Insider France, 2020), some brands have slowly adopted this new way of delivering content. In China for example, with the lockdown making it even more difficult to sell products in physical stores, numerous producers and brands have adopted the growing shopstreaming trend. It consists of buying and selling goods using interactive live video. This new immersive selling experience represents therefore a great potential for countering the effects of the crisis (Because Experience Marketing, 2020). Others take the decision to collaborate with opinion leaders. Indeed, due to their influence on their community, they represent a good way for marketers to reach new audiences by promoting products and services, directly from their house. But with the crisis representing a context never experienced before, a high number of marketers are confused and are not sure about the things to do (or not) (MarTechAdvisor, 2020).

Therefore, there is more than ever a need of a better understanding about the content marketing, but also more precisely about the ephemeral content, so that marketers adopt better objectives and strategies in order to provide an interaction with a content and in such a way that consumers like.

Academic motivation

Currently, among studies which have focused on this new concept of ephemeral content, almost all of them focused on the use of the ephemeral features by members of social networks. Among the exceptions, it is important to mention three works that have already made it possible to understand the link between branded ephemeral content and Millennials consumers, mainly from a motivational point of view: the work of K.-J. Chen and Cheung (2019), the one of Dones, Flecha, Corrada, and López (2018) and the one of Flecha-Ortíz,

Santos-Corrada, Dones-González, López-González, and Vega (2019). They also provided an initial insight into the potential impacts that the use of branded ephemeral content can have on the consumer behaviour.

Research gaps

The ephemerality "represents a whole new principle in the social media context which has long been characterized by data persistence" (Morlok, Constantiou, & Hess, 2018, p. 4). Indeed, currently, the majority of studies have been carried out in a permanent content context (Wakefield & Bennett, 2018). As a matter of fact, Pöyry, Pelkonen, Naumanen, and Laaksonen (2019) suggest to focus on the effect of content "Stories" (which is the name of ephemeral feature on social media) on consumers. Moreover, among the studies focusing on this new trend, most of them have studied the users' motivations to use this ephemeral feature with other members of the Social Network Sites (SNSs), letting the study of the customer in a context of branded ephemeral content with little discussion about it (Bayer, Ellison, Schoenebeck, & Falk, 2016). Voorveld (2019) highlights this lack of information by suggesting future research to investigate the role of channel characteristics, including modality, on consumer responses to brand communication in social media. Although the customer's behavioural response, subject partially studied in the three works previously cited, is one of the dimensions of the customer experience, the focus is not put on the experience of the customer, how s/he lives and feels the interaction with the brand. However, the latter is still a concept that needs to be studied, as well as its consequences, when it comes to a specific context (Brodie, Hollebeek, Jurić, & Ilić, 2011), here the branded ephemeral content.

Three consequences lacking of understanding can be highlighted: Customer engagement (toward the brand), brand equity and brand trust. Exploring the antecedents and consequences of Customer Engagement is required (Brodie, Ilic, Juric, and Hollebeek (2013); Reitz (2012)), especially when it is known that engagement is context specific (Dessart, Veloutsou, & Morgan-Thomas, 2016). As suggested by several authors, results from studies focusing on the customer engagement may not be the same in a different context, where different type of platforms, functioning or features can create different levels of engagement (Dessart, Veloutsou, and Morgan-Thomas (2015); Dessart et al. (2016); Reitz (2012)). In addition, the relation between customer experience and brand equity, composed by brand image and brand attitude (Coursaris, van Osch, & Balogh, 2016), still needs more insights (Brakus, Schmitt, and Zarantonello (2009); Biedenbach and Marell (2010)), as well as the brand trust construct (Delgado-Ballester & Munuera-Alemán, 2005).

Additionally, Voorveld (2019) highlighted the importance of investigating the impact that the source of the content, meaning who is communicating, could have on the consumer responses. Indeed, he notices that even if the influencer marketing is more common, there are few academic researches about the source of the content, called endorser in this context.

Problem statement

The current research aims to better understand the different impacts of the consumers' experience of branded ephemeral content on social media in a context of social distancing. More precisely, the question this work will attempt to answer is the following: "How the experienced ephemeral content from a specific source influences the parasocial interactions and indirectly the ephemeral content engagement, and in turn, how the engagement impacts the attitude of the consumers toward the brand, the brand trust and the purchase intentions". In addition, the moderating role of the source will be tested regarding the model where four different sources are considered.

Contribution

By providing insights into the impact of the experienced branded ephemeral content, the academic contributions are manifold. First, as said before, the ephemerality is a new concept in the social media context (Morlok et al., 2018),and the customer in a context of branded ephemeral content has been hardly studied. This work will contribute to better understand the subject, its components and impacts.

This work will add knowledge to the theory of customer experience, engagement and brand attitudes, which are subjects of great importance in the management and marketing field and which are constructs that depend on a specific context. Indeed, since it is question of a brand new context, the results from previous studies regarding the concepts found to be impacted by the customer experience, as the attitude toward the brand, may not be verified, contributing to the literature.

This work will also attempt to bring more clarity regarding the impact of the type of source on social network content, and the implication for brand. More precisely, it will complete the literature by adding to the social media influencers knowledge, answering the question raised by Voorveld (2019) "whether the existing base of knowledge on other types of endorsers can be applied to social media influencers" (Voorveld, 2019, p. 21). It could also help in understanding the sometimes quite divergent results between studies not based on the same source (Lou & Yuan, 2019).

Regarding the managerial contributions, this work will help the managers to understand the impact of their ephemeral content on the customers, how they can provide a positive customer experience to their customers on social media through an effective content marketing strategy, and what benefice they can retrieve with such a strategy (such as higher brand attitudes or purchase intentions). It will also help them to better understand the collaboration with opinion leaders, its benefits, and thus how to identify these leaders in order to implement an effective strategy of collaboration. Finally, it will provide guidelines to marketers on how to act during a crisis where social distancing is the norm.

Approach:

This work is organized as follows. It starts with a literature review discussing the social media, its use in marketing and the ephemeral content, to arrive at a formulation of hypotheses leading to a conceptual model. The research design, which covers the methodology and the presentation of the measures, is described in the next chapter. Then, the different analyses carried out and the main results are discussed. The last section deals with the managerial and theoretical implications, the limitations and suggestions for future research.

Chapter 2: Literature Review

Social media and its utilization have become a field of great interest by researchers because social media is now a mean of communication adopted worldwide and therefore allows to easily reach a large number of people. Although literature covers a very large number of aspects regarding social media, this review presents the theoretical background of three main topics: an accurate definition of social media, their application in the marketing field, and a new trend, that has recently appeared on social media, dealing with the ephemerality of content. The purpose of this review is therefore to focus on the completeness of the literature regarding behaviour of consumers on social networks in relation to brand ephemeral content, but their behaviour regarding content of other users is out of scope.

2.1.Social media

The term used to define an online platform where people can, in one way or another, communicate and share together varies greatly among literature. However, it may be interesting to redefine these terms since they do not share exactly the same meaning and therefore their misuse can create misunderstanding. The most frequent expression is Social Media, which can be defined as "communication/ publication systems which are produced and sustained by the interpersonal connections of people through the specific method or device" (Sajid, 2016, p. 1). This term is very large, as it comprises a large number of different online formats like social networks, discussion forums, blogs or consumer review networks. Other authors use the generally accepted term of Social Network Sites (SNSs), which is defined by Boyd and Ellison (2007, p. 211) as "web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site". This term is more restrictive as it does not include other format like blogs, or online content communities. Some also talk about User Generated Media (UGM), which represents the idea that the content of the media is created and shared online by the media's customers in a non-professional purpose (Gesualdi, 2019).

However, in all the three previous definitions, we can find the idea of communication inside a connected group of users via web-based technologies. The way people communicate is indeed a particularity of the social media in comparison with other media. Social media, like one-way communication used by television, provides the information from a unique

source to an audience. But like a two-way media such as email, the audience can respond to the sender via the same channel. Therefore, we can call this kind of communication a 'many-to-many' communication, where each individual which constitutes the audience can react and engage in an exchange with the unique messages' sender (Hogan & Quan-Haase, 2010). The described definition could be viewed as a necessary condition for a platform to be classified as a social media, or a sufficient one. Experts are still struggling on the question. Indeed, boundaries are still not clear regarding the media's classification (Hogan & Quan-Haase, 2010). Another characteristic that distinguishes social media from other media is the need to use web-based technologies. Specifically, the main resources are online or mobile centered (Sajid, 2016)**.** The fact that data is broadcasted online allows easy modification of data. People interact about what they doing now, and are constantly updating their information. Still, it is often possible to find back the past information in the records of some social media (Hogan & Quan-Haase, 2010). To name just a few, Facebook, Instagram, YouTube, SnapChat, WhatsApp or WeChat are popular social media websites around the world (Statista, 2019).

Even if all social media are facilitating the way people communicate and interact, each of them has its features and particularities, which define their social environment. First, they have a scope; they are built around a central objective: meet new people, increase your friends' network or keep in touch with them, increase your professional networks, share creative content, and so on. This individual central objective explains why they have their specifics computer mediated communication (CMC) too, for example instant messaging, social tagging or statistics about who has seen your profile (Hogan and Quan-Haase (2010); Kietzmann, Hermkens, McCarthy, and Silvestre (2011); Bruns (2018)). All these particularities represent in a way reasons why people use (or not) these platforms. Moreover, they are also shaping the way people will behave and use these social media. People can create, maintain and update their personal profiles, exchange and engage with different actors (strangers, acquaintances, friends, brands, celebrities), create, share, or just watch different contents (text, picture, drawing, video, music) through, among others, public publishing methods (Phua, Jin, and Kim (2017); K.-J. Chen and Cheung (2019)).

The huge impact social media can have on society has been once more demonstrated during the COIVD-19 crisis. Due to the very fast spread of the pandemic around the world and the absence of effective vaccines and antivirals, countries had to implement public health measures to drastically reduce human contact (Wilder-Smith & Freedman, 2020). The table 1

contains definitions of several measures put in place around the world against the epidemic, namely, isolation, social distancing, quarantine, and community containment.

Table 1 : Definition of terms related to a pandemic

	Definition
Isolation	"Separation of ill persons with contagious diseases from non-infected persons to interrupt transmission to non-infected persons" (Wilder-Smith & Freedman, 2020)
Social Distancing	"The practice of maintaining a greater than usual physical distance (such as six feet[1] or more) from other people or of avoiding direct contact with people or objects in public places during the outbreak of a contagious disease in order to minimize exposure and reduce the transmission of infection" (Merriam-Webster)
Quarantine	"Restriction of persons who are presumed to have been exposed to a contagious disease but are not ill, either because they did not become infected or because they are still in the incubation period to reduce potential transmission from exposed persons before symptoms occur" (Wilder-Smith & Freedman, 2020)
Community containment	"Intervention applied to an entire community, city or region, designed to reduce personal interactions and movements. Such interventions range from social distancing among (such as cancellation of public gatherings, school closures; working from home) to community-use of face masks to locking down entire cities or areas (cordon sanitaire) to reduce intermixing of unidentified infected persons with non-infected community members." (Wilder-Smith & Freedman, 2020)

Due to mandatory confinement in many different places around the world, people have drastically increased their usage of social networks (Wiederhold, 2020a), for better or for worse. Indeed, several studies conducted by different organizations have shown an increase in Anxiety. This may be partially explained by what the World Health Organization (WHO) calls infodemic. An infodemic is ‘‘an overabundance of information—some accurate and some not—that makes it hard for people to find trustworthy sources and reliable guidance when they need it.’’ (World Health Organization, 2020). The fact that social networks maintain this uncertainty could then play a role in making individuals anxious (Wiederhold (2020a); Wiederhold (2020b)).

[1] Equivalent to 1.8 meter

Although when misused, social networks can play a role in making people anxious, they also “provide an opportunity for communicating the reasons for quarantine, reassurance and practical advice” (Wilder-Smith & Freedman, 2020). In addition to carefully interpret and examine any piece of information we face, we could also use technology to reboost our mind. Creating a sense of normalcy and maintaining social networks by using video chat programs, e-mail, or messenger apps to keep contact is recommended by the American Psychological Association in order to comfort people feeling anxious or isolated (Wiederhold (2020a); Wiederhold (2020b)).

Whether positive or negative, the impact that new technologies and more specifically social networks have during this crisis is undeniable, whether on the relationship between users, or between brands and consumers.

2.2.Social media marketing

Social media marketing (SMM) consists of “the utilization of social media technologies, channels, and software to create, communicate, deliver, and exchange offerings that have value for an organization's stakeholders” (Tuten & Solomon, 2017, p. 18). The objectives targeted by using this media can vary very strongly, but even if the objectives depend on the sector, the type and the size of the firm or the product/service, a lot of organizations have incorporated this new medium to their multichannel marketing, and use it in 2 different ways.

On the one hand, in a proactive way, marketers may try “stimulating sales, increasing brand awareness, improving brand image, generating traffic to online platforms, reducing marketing costs, and creating interactivity on platforms by stimulating users to post or share content” (Felix, Rauschnabel, & Hinsch, 2017, p. 119). Brands can do it by themselves, or collaborate with opinion leaders on social media, who can promote the brand on their own social channels. Those opinion leaders can be either celebrities, public figures known by their profession (cinema, television, music, sport, theatre, literature, etc.) or influencers, persons who are known and who live thanks to social media Schouten, Janssen, and Verspaget (2020). Indeed, influencer marketing is clearly rising, as those leaders have a non-negligible influence on their community (SmartInsights, 2018).

On the other hand, a more reactive way consists of watching the activity on social media in order to collect and so better understand the consumers’ needs but also to know their attitude towards campaigns, advertising, a brand, a product or a service (what is called opinion mining), or in order to take their ideas or remarks in consideration. By doing so,

marketers can define or adjust their marketing strategies and/or goals (Felix et al. (2017); Smith, Fischer, and Yongjian (2012); Jacobson, Gruzd, and Hernández-García (2019)).

Another aspect of social media marketing which underlies all the objectives either proactive or passive, is the relationship with customers or prospects. Indeed, its many-to-many communication characteristic enables the firm and users to have real conversations which can become personalized. In fact, with the plethora of data available on the SNSs, Customer Relationship Management databases are much more complete, and marketers are therefore able to provide better targeted messages or individualized response to their audience. Building, managing and strengthening this bilateral relationship is therefore part of the marketing strategy of firms utilizing SMM (Jacobson et al., 2019).

The increased utilisation of SMM among companies can be largely explained by the multitude of specific advantages it can offer. Using social media offers more touch-points with the adopters of social media as they daily use on average more than two SNSs (Phua et al., 2017)**.** In comparison with other more traditional media, social media enable a greater interactivity both between brand and users and between users themselves. On SNSs, the latter are able to show their willingness to engage regarding a brand by liking the brand's page, or to show their interest regarding the different posts they find in their newsfeed through different actions: liking, following, sharing or commenting on the publication. These actions can then be seen by the network of the user, which in turn may interact with the publication, and so can continue to propagate on the SNS. At the end, the publication is broadcasted more widely, more quickly but also at a lower cost than on other media, as the utilization of SNSs by surfers is free (Phua et al. (2017); Colicev, O'Connor, and Vinzi (2016); Sajid (2016)). Moreover, these signs of engagement have become a means for marketers to assess the advertising effectiveness, alongside more traditional Key Performance Indicators like brand awareness, word-of-mouth or customer satisfaction (Juntunen, Ismagilova, and Oikarinen (2019); Tiago and Veríssimo (2014))**.** Real-time dialogue is also greatly appreciated by the marketers, as it enables them to monitor reactions in response to their publications, and react directly if necessary (Smith et al., 2012).

Alongside these advantages, firms using social media have to face up to different challenges, among which the data management. Indeed, in order to benefit from the potential of social media, firms have to leverage the data by always monitor them (due to the real-time information), but also construct models which will be able to analyse these data (Ganguli, Mahajan, Srivastava, and Kavitha (2019); Gesualdi (2019); Klostermann, Plumeyer, Böger, and Decker (2018))**.** Markets should also pay attention to the privacy concerns of consumers

regarding their data, as the latter are not comfortable with the utilization of their private data, and receive more positively marketing targeted messages when they have the impression they control the private information provided (Stephen (2016); Jacobson et al. (2019); Reynolds, Venkatanathan, Gonçalves, and Kostakos (2011); Bhattacharya, Gaurav, and Ghosh (2019))**.**

2.2.1. Popular Social Network Site (SNS) platforms

Some SNSs have showed their efficiency regarding the social media marketing. Launched in 2004 at the Harvard University (Bruns, 2018), Facebook is currently the most popular social network worldwide, with 2320 million active users in April 2019 (Statista). Thanks to its popularity, its rich content, its broad reach and the measurements such as Likes and Comments, a lot of researches on social media have been conducted by choosing Facebook as the reference platform (D. Lee, Hosanagar, and Nair (2018); Colicev et al. (2016))**.** Brands have also rapidly understood its potential, and it is actually seen as a serious marketing channel (D. Lee et al., 2018). It has been shown that in order to generate a favourable purchasing behaviour, brands should promote interactions and update often the content of their brand Facebook page (Colicev et al., 2016).

Instagram is also very popular with both users and brands. The scope of Instagram is sharing photos and videos of the user's everyday moments (often with shaded filters), on which people can interact with Likes and Comments (Klostermann et al., 2018)**.** The application is very effective when it is about targeting the audience, and is also the SNS with the biggest volume of brand interactions (Geurin and Burch (2017); Klostermann et al. (2018)). Indeed, "individuals who most frequently used Instagram for following brands reported highest brand community engagement" (Phua et al., 2017, p. 422) and also the highest brand community commitment, ahead of Twitter, Facebook and Snapchat. For this reasons, Instagram adopters have more chance being loyal to a brand for a long period and having higher brand purchase motivations (Phua et al., 2017).

Another successful application very appreciated by Millennials is Snapchat (Flecha-Ortíz et al., 2019). The latter, launched in 2011, is like Instagram a photo and video sharing social media. However, it differs from the 2 previous SNSs regarding the nature of its CMC: messages (photos or videos) have a finite life span**.** Indeed, the Snap, after being viewed by the receiver (which is a 'friend' of the sender), disappear, due to the self-destruct system of Snapchat. The sender can decide of the time duration of its image: at the beginning, between 1 and 10 seconds, but with the recent updates, the option 'infinity' has been added. That means that when the Snap is opened, the recipient can look at it as long as he/she wants, but only

once. If someone tries to make a screenshot of the image, the sender is automatically notified (Stefanone, Yue, and Toh (2019); Anderson (2015); Bayer et al. (2016)). Two years after, following this idea of ephemeral messages, Snapchat introduced the Snapchat Stories: "a way to compile individual snaps into a narrative that can be viewed multiple times during a 24 hour period" (Anderson, 2015, p. 8), but always by friends of the users. But Snapchat did not stop there and launched the Discover feature in 2015. There, you can find the Stories of a plethora of world "leaders" (famous singers, actors, influencers) (Anderson, 2015). However, these celebrities can only know the number of views and screenshots (if any) of their snap. Indeed, contrary to Facebook or Instagram, there are no measures similar to likes or comments (Bayer et al., 2016).

The gratification Millennials received from using Snapchat (Dones et al., 2018) has an impact on their sharing behaviour. Indeed, content is shared faster and more frequently by the Generation Y in comparison with others social networks (Flecha-Ortíz et al., 2019). This caught the attention of brands, which saw in Snapchat a great opportunity to use it as a new marketing channel in order to reach its young audience (Anderson, 2015). It seems to work, as Snapchat's users use to have interactions with brands on this platform. The gratification Millennials received from Snapchat positively impacts their sharing and participation behaviour, but above all, their purchase motivations, which is higher in comparison with other SNSs. Snapchat indeed reveals that they receive 5% more advertisement clicks as a response to marketing promotion in comparison with what other social media may do (Flecha-Ortíz et al., 2019).

2.2.2. Main topics of the literature

The field of SMM is very broad and constantly evolving. This explains the vast amount of studies and researches that have been and that are still conducted in this area.

In recent years, a large stream focuses more on customers, which win more control over brands regarding social media than any other marketing media. Indeed, now, they can easily and quickly communicate about their experience, give their opinion, create both positive or negative word-of-month (WOM), and all that happens even if the brand does not want to. It is therefore important to understand consumers and their behaviour on social media (Kietzmann et al. (2011); Wakefield and Bennett (2018)). Among these studies focusing on the customers, a first group has concentrated on the importance of the community, which is one of the two objectives of the utilization of SNSs by a brand consumer: the search of information, but also the envy to communicate and share with other consumers (S.-C. Chen

and Lin (2019); Phua et al. (2017); Arora, Bansal, Kandpal, Aswani, and Dwivedi (2019); Colicev et al. (2016); ; Tiago and Veríssimo (2014)). A second stream harvested the online word-of-month (eWOM), which can be profitable if well managed, but harmful without any monitoring (Wakefield and Bennett (2018); Ashley and Tuten (2015); Gesualdi (2019); Stephen (2016)). A similar work has been conducted on the user-generated content (UGC), content created online by users of the SNS, which can represent a huge potential for firms. Indeed, when the SNSs are well managed by the firms, a positive generated content is a real good and low cost promotion for the brand (Geurin and Burch (2017); Smith et al. (2012); Kumar, Bezawada, Rishika, Janakiraman, and Kannan (2016)).

Alongside this first stream studying the customers, another one has focused on the actions firms could or should take when using SNSs. To cite only few, initial works in this field tried to understand how purchase intention is impacted (Flecha-Ortíz et al. (2019); S.-C. Chen and Lin (2019)), why and how stimulating users actions (Colicev et al. (2016); Wang, Chen, Ou, and Ren (2019)) or what are the impacts of firm-generated content, content created by firm in a marketing purpose (Kumar et al., 2016).

A last important group to mention is the one which investigated the new social media tendency, the trend of the "snap" (temporary available photo/video), the mean of communication of the successful app Snapchat. Indeed, in recent years, Snapchat has attracted a lot of attention due to its huge success with digital natives, which were estimated to represent 76% of the audience in 2015 (Anderson, 2015). Thus, some researchers have tried in their papers to understand what the key success factors are, and why other social networks have begun very strongly to draw inspiration from Snapchat. Results have shown that the ephemeral nature of messages gives users a positive experience, that interactions on Snapchat are "more enjoyable and were associated with more positive mood than other common communication platforms (e.g. Facebook, texting, email, calling)" (Bayer et al., 2016, p. 971). Even if the content shared is said to represent little moments of life, due to the self-deletion mechanism, people focus more on the content by putting all their attention to it, what is making the interaction more engaging. It also may explain why users communicate with more close relatives than on other SNSs, what leads to positive moods (Bayer et al. (2016); Flecha-Ortíz et al. (2019)). These articles were the first few to point out this brand new trend, which did not escape to the brands that quickly understood that using the ephemeral content to communicate could have a potential to generate customer's reactions. The fact that the trend is recent explains why there is a lack of knowledge and research work to date about the use of this practice, called the online ephemeral marketing, by the firms.

2.3.Ephemeral content/Ephemeral marketing

2.3.1. Definition

The ephemeral marketing is defined as the use by firms of time limited techniques (often between few seconds and few days) for marketing purposes (Ganguli et al., 2019). A pop-up store, a sale space created and opened temporarily, is an example of an offline ephemeral marketing technique, but this category is out of scope, and the focus will be put on the online ephemeral marketing. The latter consists in the use on social media of exposure-limited content (videos, pictures or texts) which is available for a short period of time (up to 24 hours after the publication date) and sometimes for a limited number of times. Once the time of availability is over, the content, which is called ephemeral content, is automatically deleted, and the users of the social media can no longer have an access to it (Anderson (2015); Bayer et al. (2016); Wakefield and Bennett (2018)).

In order to have a better understanding of the ephemerality, it is also important to have a good comprehension of the importance of the time. The concept of time has been subject of works in many ways, on the one hand because it is related to many different constructs which are related to it, on the other hand because time is an important concept of several disciplines different from each other. This explains the difficulties to find a common general definition. Time is more often described by a plethora of time-related constructs. As in many domains, time plays a main role in the marketing field. Time can be seen as a limited resource, and firms have to carefully deal with it. Making schedules, timescales and deadlines are crucial steps in any marketing activities, like in media planning or research settings. Timing is also important when deciding a particular moment to take an action. Indeed, time-decision regarding the launch of an ad campaign, the release of a new product, specific sales promotion or the right moment to get in touch with a prospect are decisions which can be decisive in the success or the failure of a whole project (Chaffey and Smith (2017); De Pelsmacker, Geuens, and Van den Bergh (2007)). Some different activites in which time has a central role are : “1) differentiation (e.g., distinguishing pioneering products from late entrants); 2) assessment (e.g., measuring speed-to-market); 3) identification (e.g., discovering consumer segmentations); 4) measurement (e.g., product-life-cycles over time); and 5) prediction (e.g., using Consumer Lifetime Value to predict future profits).” (Carlson, Ross, Coulter, & Marquardt, 2019, p. 7).

An issue often raised by different researchers is that time can have different conceptualizations or interpretations. It can be past-, present- or future oriented; in an enterprise people can adopt a "time-saving" philosophy, other may not (De Pelsmacker et al., 2007); or it can be used as objective or subjective. The work of Carlson et al. (2019) investigated this last distinction in the marketing and consumer behaviour fields. "Objective time, often referred to as clock time, is independent from social context and thus is uniformly experienced. Objective time comprises homogeneous units that are regular, precise, deterministic, and measurable, e.g., seconds, minutes, and hours. The clock is a metaphor to represent objective time. A clock provides the building blocks (e.g., seconds, minutes, hours) for multiple types of temporal changes: days, weeks, months, years, duration, deadlines, age, speed, and ordinal rankings. According to Orlikowski and Yates (2002), most temporally-based studies of organizations adopt this perspective. Objective time is a construct external to individuals and organizations, and that quantifies the movement of time (e.g., 3 months versus 1 month) and/or distinguishes order and sequence (e.g., firstto-market). In contrast, subjective time recognizes that individuals, organizations, and cultures experience and perceive time differently. In particular, subjective time recognizes that the perception and experience of time is socially and culturally constructed and varies across individuals, organizations, and cultures." (Carlson et al., 2019, p. 3).

It is not a question of knowing which one is the best, but understanding that both conceptualizations are essential in domains as the marketing. Indeed, used together, they enable to globally understand the different subjects studied. The work previously cited studied "how a given duration of objective time affects how individuals subjectively perceive that duration and relatedly, […] how individuals subjectively perceive the movement of objective time." (Carlson et al., 2019, p. 10). Social media are concerned as well by this study subject, as "social and mobile media influence how individuals plan their behaviour, perceive time lapse, and experience daily life" (Bayer et al., 2016, p. 958).

As an example of the equal importance of subjective notion of time in comparison with objective time, three concepts which can be related to subjective time and which have a main role in explaining the ephemerality and more precisely the ephemerality on social media can be cited : the flow, the scarcity and the fear of missing out. These concepts will be defined in detail later in the work.

As it is clear now that time is part of the concept of ephemerality; it is possible to present a definition of the latter from another point of view, with an information accuracy perspective. Salovaara and Tuunainen (2015) presents the ephemerality as "information that

the focal community believes to become out-dated as the time passes because the context in which the knowledge is intended to be used is expected to change" (Salovaara & Tuunainen, 2015, p. 11).

Ephemerality is the core feature of several SNSs, as they have made it their unique way of users' communication. In particular, reference can be made to Snow, Slingshot, Frankly Chat, Wickr or Snapchat, which remains the worldwide market leader in the domain. Due to its huge success with social media adopters, other social media have integrated it as a new feature to communicate. It is notably the case with Facebook and Instagram, which lately propose the new system of "Facebook Stories" and "Instagram Stories", identical with the one of Snapchat, with which viewers can interact in different ways: liking, sharing and sometimes commenting the content on Facebook, answering and asking questions, sharing the content on Instagram (Wakefield and Wakefield (2018); Bayer et al. (2016); Wakefield and Bennett (2018); K.-J. Chen and Cheung (2019)). This phenomenon quickly became a great success, especially on Instagram which had 300 million daily stories users, and an increased time spent on the platform from 15 to 32 minutes per day in 2018 (SmartInsights, 2018).

The COVID-19 crisis has accentuated this success by creating a second wave of popularity for ephemeral content. Several studies had predicted or have shown an increase of social media usage among SNS's users. While confined at home, consumers are creating more content, but are also asking for more and more content to consume (Talking Influence, 2020). This possibility to provide content to a receptive audience has been seen as an opportunity to seize by a large range of marketers. "In a time of stress and uncertainty, consumers tend to value advertising messages from those they follow and trust, making it important for influencers and brands to communicate with consumers in an authentic, sensitive way" (Talking Influence, 2020). It is therefore important to adapt itself quickly and act intelligently and in an appropriated way to avoid the bad buzz and to distinguish itself from the competition. Indeed, all brands, regardless of the sector, had to adjust to this new context where all their operations are disrupted. The ephemeral content, either displayed as Stories or as lives videos represents now a primordial way to reach customers and connect with them. This form of content is also more consumed by people during the crisis (Business Insider France, 2020). "The real-time and authentic nature of stories makes them an ideal way to communicate given how things are rapidly changing from one day to another" (Search Engine Journal, 2020). Instagram even offers specific features allowing marketers to promote the offerings and enhancing the customer experience, such as Delivery (Possibility for people to

order food from Instagram), Gift Cards or Fundraisers (Possibility for users to financially support the firm) (Search Engine Journal, 2020).

It represents also a good opportunity for influencers and celebrities who make product endorsement. Indeed, while the majority of businesses are cancelling events and struggling with their budget, the influencer-marketing business is doing very well. Advertising different products through handmade content is an activity that opinion leaders can totally pursuit from their home. In an ad context where all the campaigns have been deleted, some firms are desperately looking for alternative revenue streams, and opinion leaders, who also need to earn money, are available to make product endorsement. It can thus explain why the number of brands looking to hire endorsers for content creation has increased (Business Insider France, 2020). Influencers are also been said to perform well to engage people in a context of crisis, due to their capacity of creating content on demand and thus adapted to the situation, but also due to their special connection with their audience (GRIN, 2020). Working with opinion leaders may thus be a good strategy, as the engagement on sponsored and unpaid posts on social media has risen, especially on Instagram (Business Insider France, 2020). As ephemeral content has become a much more consumed content during the crisis, many influencers have started to create content using these features (Business Insider France, 2020).

The crisis due to the virus has also confirmed the success of a growing trend in Asia: the shopstreaming. Also called social e-commerce, Shopstreaming mixes digital interaction with social by enabling to buy and sell goods using interactive live video. “Even before the current lockdown status had begun, brick and mortar stores were becoming an endangered species. And with the forced shutdown and a global recession just around the corner, the number of stores closing is guaranteed to increase, making it even tougher to sell products in high street stores and shopping malls” (Because Experience Marketing, 2020). The shopstreaming represents therefore a great potential for countering the effects of the crisis: it has been seen in China that numerous small producers found buyers with the help of shopstreaming during the period of confinement (Geneva Business News, 2020). In 2018, the Chinese shopstreaming market reached $4.4 billion on 32% year-on-year growth, and the number of livestream viewers was estimated to 456 million (Alizila, 2019).

Ephemeral content represents thus more than ever, a current topic of interest.

Among studies which have focused on this concept of ephemeral content, almost all of them focused on the use of the ephemeral content by members of SNSs. Some studied the users’ motivations of using ephemeral social media (K.-J. Chen and Cheung (2019); Bayer et

al. (2016); Flecha-Ortíz et al. (2019)), others considered the WOM in an ephemeral context (Wakefield and Wakefield (2018); Wakefield and Bennett (2018)). However, only a few studied the customers in the context of branded ephemeral content. Up to date, three main works have been conducted to understand the motivations of Millennials regarding the use of ephemeral platforms and the outcomes of their utilisations on the behaviour of customers. The following paragraphs will presents the main contribution of those works to the theory.

Through the uses and gratification (U&G) theory, K.-J. Chen and Cheung (2019) identified the antecedents and consequences of using ephemeral content in users' decision-making processes. Results indicate that fear of missing out, trust, immediacy are motivations positively correlated with gratification gained from the usage of ephemeral content, and that social pressure is a negatively correlated one. Those motivations have indirect positive influences on engagement with ephemeral content via the users' gratification, which has therefore a mediated role. The need for closure (a desire to have a definite answer in order to avoid the uncertainty or ambiguity) acts as a moderator on the indirect effects of motivations on engagement through gratification.

Based on the U&G theory, Dones et al. (2018) carried out a study to understand how content strategies employed by the Snapchat impact the use and sharing of content and understand the motivations for impulsive purchases. The content strategy ("the creation and distribution of images, videos and text that are valuable, relevant and consistent which results in attracting and retaining a segment" (Dones et al., 2018, p. 457)) through Snapchat causes gratification in the users, having a positive impact towards use and the sharing of brand content of Snapchat. The use of the application gratifies the unique needs of its millennial users, resulting in greater receptivity which will have a positive impact on the impulsive purchase motivation. In addition, due to the gratification of particular needs through use, members of Snapchat will be encouraged to share these contents. Several gratification factors were identified. Using Snapchat to interact, manage relationships or information about brands, brings gratification to the users. Moreover, interactivity, easy access to content, distraction, creativity, fun and dynamism are also content characteristics that generate gratification to the users. Ephemeral content as a communicative model and the publication with immediacy as the way the content is displayed were also found to be two additional factors of gratification.

Flecha-Ortíz et al. (2019) focused in their paper on the impact of the Snapchat's self-expression model on the platform's use by Millennials, on their behaviour and on their purchase motivations, using the U&G theory. Results reveal that "the way in which Millennials desire to be perceived within their social environment positively impacts their use

of Snapchat as a forum for self-expression". In turn, this trigger gratification which has a positive impact on their sharing of and participation in the branded ephemeral content as well as their use intensity when interacting with brands through Snapchat. The sharing of and participation in product and/or service brand content by Millennials positively impacts, through gratification, the use intensity of Snapchat. In turn, an increased use intensity and brand interaction positively impacts the purchase motivation of Millennials. Two sources of gratification that are associated with Snapchat's self-expression model were also identified: The modality of the self-deletion of content, meaning the ephemeral content model, generates gratification in Millennials and produces gratification that is associated with agency enhancement (it "describes how users become information agents who are motivated to voluntarily interact, share and participate" (Flecha-Ortíz et al., 2019, p. 6)). However, the focus of this study was not primarily put on the ephemeral content itself, leaving a gap regarding the understanding of the impact of ephemeral content on customers.

Although the 3 works mentioned above are of considerable contribution for the literature, they focus on understanding the Millennials' motivations of using ephemeral content and their use behaviour. However, while this behavioural response is one part of the customer experience analysis, none of the articles cited above mention this construct, which is a key concept in marketing. It has been stated by Verhoef et al. (2009) that there is still a need for papers studying the link between the customer experience and the brand. This need is even more pronounced when it comes to ephemeral content experience, since very few articles in the literature deal with this subject. Indeed, several authors suggest to study the ephemeral content as Snapcha Stories, and the impact of this experienced content on different constructs (Pöyry et al. (2019); Sokolova and Kefi (2020); (Dessart (2017)). More precisely, two consequences of experience seem lacking of understanding when it comes to a specific context. On the one hand, there is still a need to deepen the understanding of customer engagement (Dessart et al., 2015). Indeed, trying to better understand the Customer Engagement (as well as the Customer experience) is part of the priorities set by the Marketing Science Institute for 2018-2020 (MSI, 2018). More precisely, exploring the antecedents and consequences of Customer Engagement is required (Brodie et al. (2013); Reitz (2012)), especially when it is know that engagement is context specific (Dessart et al., 2016), and that ephemeral content represents a brand new context. These needs are expressed by Brodie et al. (2011) in their Customer Engagement Research Implications: "How does the nature of specific customer/firm interactive experiences (e.g., online vs. offline) impact upon resultant CE levels across specific contexts?" and "Which particular concepts act as CE antecedents

and/or consequences in specific contexts?" (Brodie et al., 2011, p. 12). As suggested by several authors, results from studies focusing on the customer engagement may not be the same in a different context, where different type of platforms, functioning or features can create different levels of engagement (Dessart et al. (2015); Dessart et al. (2016); Reitz (2012)). On the other hand, the relation between customer experience and brand equity, composed by brand image and brand attitude (Coursaris et al., 2016), still needs more insights (Brakus et al. (2009); Biedenbach and Marell (2010)). Delgado-Ballester and Munuera-Alemán (2005) pointed out that even if the importance of trust has been theoretically highlighted in the branding literature, the brand trust construct has received few empirical researches. Additionally, Voorveld (2019) highlighted the importance of investing the impact that the source of the content, meaning who is communicating, could have on the consumer responses. Indeed, he notices that even if the influencer marketing is more common, there is little academic researches about the source of the content, called endorser in this context. He therefore suggests on the one hand to consider social media influencers when comparing the effect of different content sources, as they are slightly different from celebrities or experts. On the other hand, the effect of those different sources on customer responses should be tested.

Therefore, it is worth adding knowledge to the literature by studying those brand outcomes directly linked to the experience in the context of ephemeral content on social media, by varying the type of endorsers.

In line with these 3 works previously cited, this thesis aims to better understand the impacts of the experience of consumers interacting with branded ephemeral content on social media on content engagement and on brand related concepts. More precisely, the question this work will attempt to answer is the following: "How the experienced ephemeral content from a specific source influences the parasocial interactions and indirectly the ephemeral content engagement, and in turn, how the engagement impacts the attitude of the consumers toward the brand, the brand trust and the purchase intentions". In addition, different types of source, respectively marketers, social influencers, celebrities and peers, will be tested in order to determine if they impact differently the model.

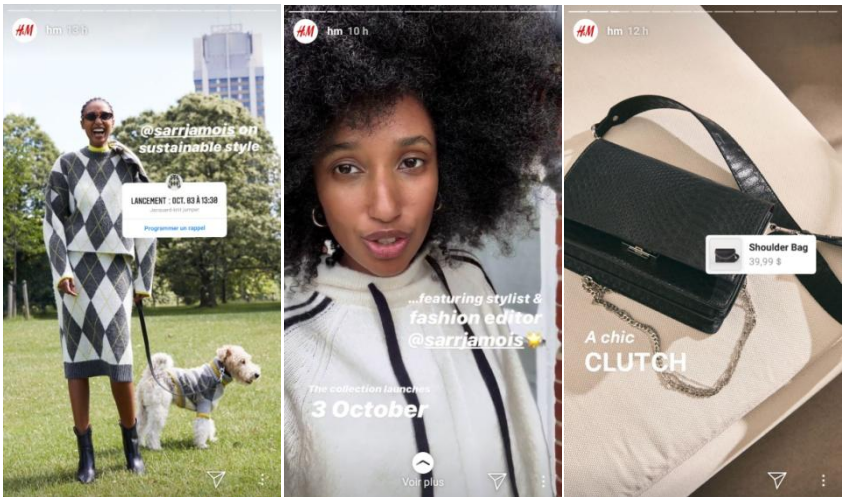
2.3.2. Examples of usage

Before the COVID-19 Pandemic

Here are some examples of online marketing using the ephemerality for different purposes. They have been displayed before the beginning of the pandemic.

- Advertising:

Brands can use the Stories as another canal to make announcement, present and promote their products. On the following photos, we can see publications of the clothing brand H&M. The first two pictures announce the date of release of a new collection in collaboration with Pringle of Scotland. In another context, the third picture promotes a shoulder bag, on which users can find information about the product.



- Purchase:

One of the more popular categories of the brand Nike is the Nike Air Jordan, shoes in effigy of the Basketter Michael Jordan. For the pre-release of a new product in February of 2018, the Nike Air Jordan III Tinker, and to celebrate the 30th anniversary of Michael Jordan's slam dunk in 1988, Nike decided to collaborate with Snapchat in order to lunch an ephemeral campaign in the USA. All the people attending a special All Star NBA event could be able to scan an exclusive QR code giving them the access to the ephemeral online shop on the Snapchat application. People were promised to be delivered this same day. All the shoes were sold out within 23 minutes (MobileMarketer, 2018).

Another example of brand ephemeral content which aims at increase the purchase is the advertising of promotion. Here, Nyx Cosmetics announced through its social media that during the day (so for a duration of one day), customers can benefit of a reduction of 25% online.

- Brand related outcomes:

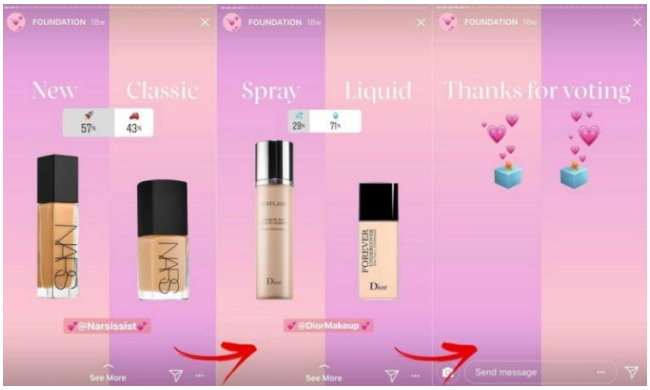
An annual video game convention was held from September 26 to 29 at the TwitchCon. Among the various sponsors was Mac Cosmetics, a well-known international make-up brand. A multitude of videos and photos of the event's backstage were posted through the convention, allowing customers to follow the progress of the event from the brand's perspective. In this way, Mac Cosmetics, like many other brands, gives the image of a more humane brand, and also perhaps more accessible to everyone, which appeals to customers.

- Boost engagement:

There are different ways to boost engagement. On the social media, the most common strategies are the following: create polls/ ask question, enhancing the creation of user-generated content, or providing a live-time video.

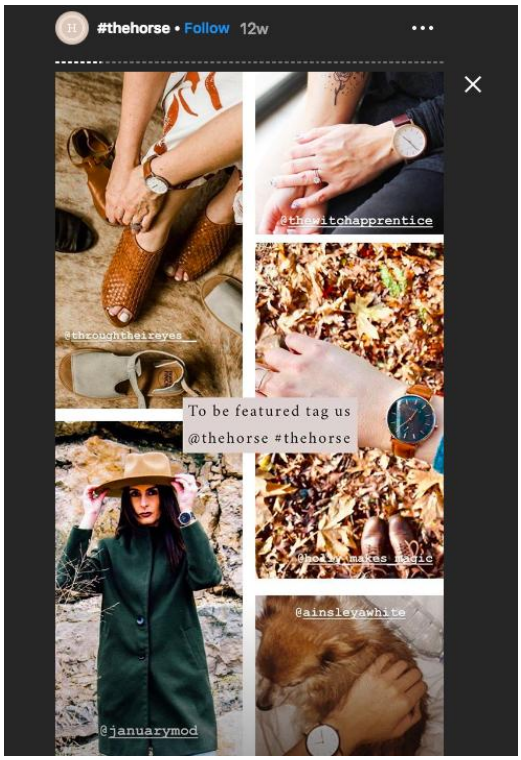
Sephora, a chain shops which sells parfums and cosmetics, proposes regularly on its brand's page different polls; a request of vote to consumers between 2 differents choices. The

customers is involved, and in this way, Sephora tries also to better understand the client in order to adapt its offer.



(ProductMafia, 2018)

Enhancing the creation of UGC is also a way to make the customers more engaged. On Instagram for example, it is possible for a user to tag the brand. By using this feature, a firm selling watches and leather goods, called The Horse, tries to boost the UGC. Indeed, the brand proposes on Instagram to repost in its own story the UGC containing the brand's tag (i.e. the name of the brand on the social media).



(HootSuite, 2019)

Finally, brands can boost the engagement by offering live video. It was the case when Starbucks, which proposes a broadcasted live event on Facebook by showing their participation on the registration day. In addition to broadcast event, firms can also for example organize question and answer sessions, interviews, videos to teach how to do something (e. g. recipes or a specific make up) or to make announcement.

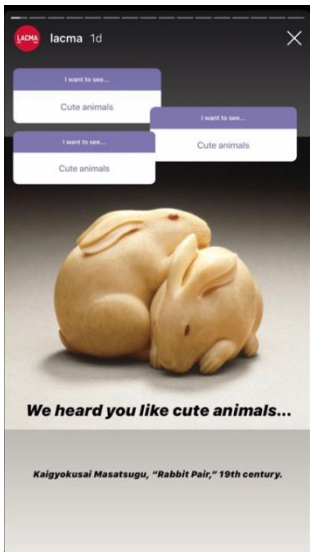
(Neilpatel, 2018)

During the COVID-19 Pandemic

Some examples of ephemeral content displayed during the Corona virus pandemic are shown below. The purposes are slightly different.

- Communicate and engage with the customers

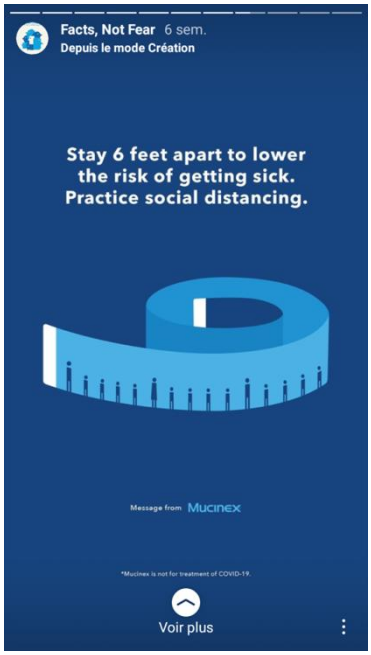
During the COVID-19 crisis, brands have used the stories to communicate and engage with their audience, by providing distractive content, being attentive and positive in times of uncertainty. Nike Los Angeles shared Stories of Angelenos staying active in their home with the hashtag #playinside while Brightland, a clean olive oil firm, shared home recipes from their community. They both put forwards the UGC. The LA County Museum of Art asks for users' participation by using the Questions stickers in order to provide content corresponding to their requests.



(Business Instagram, 2020)

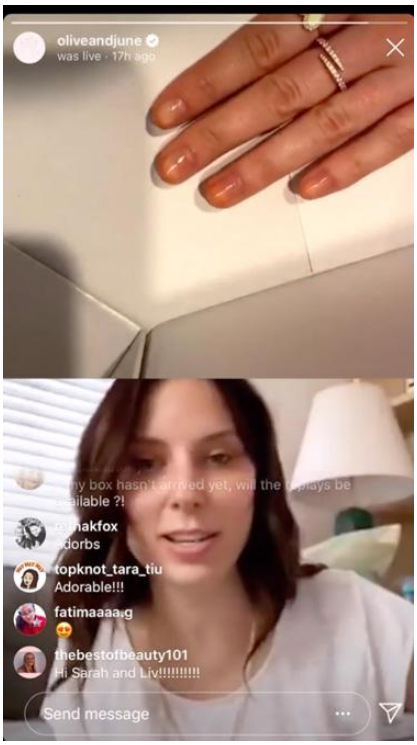
- Promote safety and increase brand trust

In a context where strict health measures are essential, people need to be informed both about these measures and about how companies apply them. Mucinex, a firm selling pharmaceutical products, posts several stories indicating which behaviour to adopt during the epidemic.



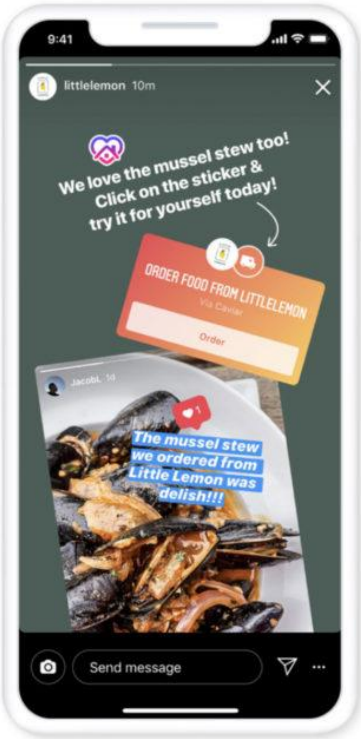
- Adapt and add value to the business

One solution adopted by several brands to deal with the pandemic is to develop and adapt their online services. Olive & June, nail polish firm, organises live sessions during which manicure tips are given.



(Business Instagram, 2020)

Due to the new Instagram features, it is also now possible to order food directly through an Instagram story, as shown in the example below.



(Search Engine Journal, 2020)

2.3.3. Online customer engagement and experience theories

Engagement theory

Engagement is a very broad concept used in a lot of different fields. As an example, two specific stream of thinking can be seen in marketing regarding the definition of customer engagement. The first one defined the engagement as a "multidimensional concept that comprises not only behavioural (actions) but also cognitive (thoughts), and emotional (feelings) aspects" (Khan, 2017, p. 237)**.** The other one focused more on the behavioural part, defining customer engagement as a user-action directed towards a brand/a firm (Ashley and Tuten (2015); Khan (2017))**.** As a result, the engagement has often been defined too broadly, without distinguishing it from other concepts yet very different, or in a way that is far too specific, and which can only be applied to a particular context (and so is sometimes missing the point). In many of her works (Brodie et al. (2011); Hollebeek (2011)), Hollebeek has tried to make a literature review of different papers in order to properly delineate the subject. Following several researches, a general definition, not dependent on a particular context or situation, emerged: "Customer engagement (CE) is a psychological state that occurs by virtue of interactive, co-creative customer experiences with a focal agent/object (e.g., a brand) in

focal service relationships. It occurs under a specific set of context dependent conditions generating differing CE levels; and exists as a dynamic, iterative process within service relationships that co-create value. CE plays a central role in a nomological network governing service relationships in which other relational concepts (e.g., involvement, loyalty) are antecedents and/or consequences in iterative CE processes. It is a multidimensional concept subject to a context- and/or stakeholder-specific expression of relevant cognitive, emotional and/or behavioural dimensions" (Brodie et al., 2011, p. 9). The agent or object referred to in the definition can be, as specified, a brand, but also a product, a service, a person, a team, a firm, etc.. It can also be the content itself, as explained by K.-J. Chen and Cheung (2019). The engagement with ephemeral content is defined as "an online behaviour resulting from interactive and co-creative user experiences with ephemeral content, including thoughts, emotional connections, and intrinsic motives" (K.-J. Chen & Cheung, 2019, p. 69). Further, this behavioural engagement on social media can be classified in three levels, from the lowest to the highest: consumption, participation/contribution and production/creation (Schivinski, Christodoulides, and Dabrowski (2016); K.-J. Chen and Cheung (2019)).

Users who are only consuming, named lurkers, adopt a passive behaviour by viewing the content (text, photo, video), the number of reaction (likes, dislikes, number of sharing) and/or by reading the comments. The online communities are predominantly composed by this type of members (Khan, 2017). The participation/contribution engagement is represented by all the reaction users can have, either toward a brand page/profile by liking it, or toward a branded-content by liking, commenting or sharing it. Finally, when users create a brand-related content, they are adopting a production/creation engagement (Khan (2017); Schivinski et al. (2016)). Generate and enhance such actions are common objectives of firms adopting social media, and more specifically the two last types of engagement, which are active and so, can be seen by other users (Ashley & Tuten, 2015). That is the reason why it is important for marketers to know if a certain type of content is effective or not, depending on its capacity to make users more engaged with the content. Making people engaged is crucial for the firms, as it has been shown that they tend to be more loyal, what leads to "repeated purchases and brand advocacy" (Colicev et al., 2016, p. 155). Indeed, engagement with branded content on social media may lead to engagement with the brand (Schivinski et al., 2016).

In their work on ephemeral content, K.-J. Chen and Cheung (2019) found that gratification plays a mediating role between ephemeral content and an increased users' engagement with brand ephemeral content on SNSs. More precisely, K.-J. Chen and Cheung (2019) applied the theory of flow, theory developed in 1975 by Csikszentmihalyi, in order to

explain the relationship between gratification and engagement with ephemeral content. The concept of Flow has a mediator effect, as this sensation is generated by gratification users received from using social media, and has a positive impact on the use engagement with the content.

Customer experience

Customer experience has been a construct studied in the literature since more than a half century, and yet it is, perhaps more than ever, still current. Through the years, it received a lot of attention from the researchers of the field, and with it, several definitions. They have been synthesized by Lemon and Verhoef (2016) in their work on the customer experience, and the following summary is their own: "customer experience is a multidimensional construct focusing on a customer's cognitive, emotional, behavioural, sensorial, and social responses to a firm's offerings during the customer's entire purchase journey" (Lemon & Verhoef, 2016, p. 71), which is composed of a multitude of distinct touch points, either off- or online and either in the pre-purchase, purchase or post-purchase phases. The customer experience is really important for the firm, because by providing customers positive experience through all the touch points, they can for example impact the satisfaction, the loyalty or the WOM. According to Roberts and Alpert (2010), the customer experience is a key element in order to create engaged customers. However, due to the increasing number of touch points, of channels and of communication means, and due to the lack of control of the firm on the WOM, especially on the social media, it becomes difficult for firms to create a very good customer experience than they can monitor (Lemon & Verhoef, 2016). The possibility for users to interact with the brand through the ephemeral CMC gives them a unique and personalized way to communicate (Anderson (2015); Flecha-Ortíz et al. (2019)).

Although the customer experience in response to the use of ephemeral content by a brand has not been studied yet, several works were conducted on the users experience regarding their use of SNSs ephemeral feature. They highlighted different characteristics of the ephemeral content that have a positive impact on the experience.

The content shared on the SNSs using the ephemerality as a modality is slightly different than the content proposed on other platforms. Application like Snapchat are said to have an intimate nature, where the content shared is more personal, private (Georgakopoulou (2019); Piwek and Joinson (2016); Phua et al. (2017)), but also meaningful (Georgakopoulou, 2019), authentic (Georgakopoulou, 2019) and spontaneous (Bayer et al., 2016).

It is also associated with creativity, originality and playfulness (Georgakopoulou, 2019). Indeed, in addition to the fact that participants reported sending playful, funny and humoristic type of content (Piwek and Joinson (2016); Bayer et al. (2016)), Snapchat for example proposes different playful features, such as augmented reality filters, time and scene duration manipulations, template stories and style guidelines or voices manipulation (Georgakopoulou, 2019). The extent to which a user experiences fun has been measured in the literature by considering the level of playfulness (Piwek & Joinson, 2016). It explained why stories are also said to be fun (Georgakopoulou (2019); Piwek and Joinson (2016); Bayer et al. (2016)). The interface design of the ephemeral feature seems to be intuitive and attractive because of the ease of access and utilization (Piwek & Joinson, 2016).

In addition, the ephemeral content makes the experience immersive. As there is only one chance to view the content (or a limited time of availability for a public story), the user need to be concentrate by focusing all his/her attention on the message (Morlok et al. (2018); Reynolds et al. (2011)). “That restricts the scope of user interaction with the content and makes Snapchat an instant narrative vehicle that is similar to verbal story exchange” (Piwek & Joinson, 2016, p. 365). This similarity of synchronous communication with face-to-face conversation makes the experience livelier and allows the users to feel more involved in the live of their contacts (Phua et al., 2017). All of those characteristics could explain why interactions using ephemeral content are perceived as more enjoyable than using other SNSs.

2.3.4. Ephemeral content consumption experience : Antecedents and attributes

The notion of ephemerality is complex, as it is determined by different antecedents, and it also embodied several characteristics.

Scarcity

Scarcity “refers to the amount of a product or service that is available or the time at which something is available” (Zogaj, Olk, & Tscheulin, 2019, p. 114). In the context of ephemeral content on social networks, the term time scarcity is used. This notion is directly related to the individual perception and experience of time, as it will depend on their “methods for analyzing available time, their time-planning tools, and their methods for estimating a match between perceived time and actual activities” (Kaufman-Scarborough & Lindquist, 2003, p. 350). When time scarcity is perceived regarding the availability of a product or a service, it has been shown that the product or the service is also perceived as

unique. The conclusion can be made that there is a positive influence of scarcity on consumer behaviour (Zogaj et al., 2019).

Fear Of Missing Out

Another very important concept regarding the ephemeral content is the Fear of Missing Out (FoMO), which refers to "a pervasive apprehension that others might be having rewarding experiences from which one is absent. FoMO is characterized by the desire to stay continually connected with what others are doing" (Przybylski, Murayama, DeHaan, & Gladwell, 2013, p. 1841). The FoMO phenomenon can take place in reaction to different types of content. In the case of the use of ephemeral content by brands, two of them can be retained: FoMO commercial information, and FoMO social activities (Alt, 2015). The first category includes all messages about promotions, discounts, contests or other marketing content, and that users do not want to miss. The other one, much larger, includes all messages adopters can perceive as strengthening social ties like events, activities, stories and so on. Missing these types of content can give the users the feeling of being socially excluded (K.-J. Chen & Cheung, 2019). The ephemerality increases this FoMO, as the content has a limited life span and it is thus more prone to be missed. Users may increase their SNS usage by monitoring the social network, looking for new content, and perhaps they may firstly (and perhaps only) turn to this ephemeral content.

Gratification

The Use and Gratification (U&G) theory is "an influential sociological theory or paradigm that explains why and how individuals actively select specific media outlets to satisfy specific needs" (Ifinedo, 2016, p. 195). It aims at explaining the reason of a larger participation while the communication medium answers to the expectations regarding the meeting of consumers' needs. Katz et al. (1973) explained that gratification represents "a feeling of satisfaction or pleasure when fulfilling needs via media consumption" (K.-J. Chen & Cheung, 2019, p. 68) what will lead to a positive stimulation of the behaviour (Dones et al., 2018). Several studies have applied the U&G theory to social media in order to determine why people use SNSs in general, why a specific one or why a specific CMC. Among these studies, several focused on the ephemeral content, or on the SNS which is most often associated with it, Snapchat. These studies (Dones et al. (2018); Flecha-Ortíz et al. (2019); Bayer et al. (2016); K.-J. Chen and Cheung (2019); Sashittal, DeMar, and Jassawalla (2016))

show that the use of ephemeral content generates (instantaneous) gratification for users, particularly for Millennials, one of the characteristics of which is that they expected immediate gratification as consumers (Sweeney, 2005).

In addition to the ephemeral content itself, the immediacy of the ephemeral medium communication has also a significant impact on digital natives' gratification. Immediacy is a construct related to the user experience, which can be represented by "the experiencing of the real, a more exciting and lively experience, and an improved experience of media use (or the reform)" (Omar, 2014, p. 406). In addition to involving consumers directly and instantaneously, the immediacy carries also the notion of delivering a message which is not available elsewhere, and offering the possibility for them to be "one of the first to learn about an event as it unfolds" (Haimson & Tang, 2017, p. 54), what we can recognize as exclusiveness. This can lead to a feeling of excitement for the social media adopters (Dones et al. (2018); Omar (2014); K.-J. Chen and Cheung (2019)). We can therefore speak about content gratification and process gratification, both depending on the ephemerality characteristic (Stafford, Stafford, & Schkade, 2004).

As estated before, the fact of receiving gratification from the SNS usage has an impact on the behaviour of users: their participating and sharing behaviour, their involvement and their use of social media are positively impacted. Sharing and participation are two linked content, as the first one refers to the action of accessing a brand content and share it through the SNS to other users of the platform, and the latter can be defined as "the way in which Millennials actively contribute to the marketing content of brands through their dynamic interaction" (Flecha-Ortíz et al., 2019, p. 3). As result of the gratification they receive, users share content faster and more often, so there is an increase in the sharing and participation of ephemeral content of brands due to the satisfaction of their needs via the use of ephemeral content. Users' involvement and intensity of use are also triggered as a result of gratification (Dones et al. (2018); Flecha-Ortíz et al. (2019)). Indeed, according to several studies, Instagram and Snapchat, in comparison with other SNSs, have a higher intensity of use. Intensity of use can be explained as the result of a user involvement with a brand and is represented by an increase connection and reactivity on the SNSs (Flecha-Ortíz et al., 2019). Finally, gratification obtained from using ephemerality in SNSs has a partial role in explaining the impact of ephemeral content on a greater engagement with the content and on purchase motivations (Flecha-Ortíz et al. (2019); Dones et al. (2018); K.-J. Chen and Cheung (2019)).

Flow

Csikszentmihalyi used the term Flow to denominate a “holistic sensation that people feel when they act with total involvement” (Csikszentmihalyi, 1975, p. 36). It is a mental state reached by a person when s/he is “in the zone”, that mean being totally absorbed and immerged in an experience. Once engrossed by the activity, the clock time does not matter anymore as the individual will have a subjective perception of it (Johnson & Keane, 2017). This construct is used to have a better understanding of a consumer online navigation behaviour (Novak & Hoffman, 1997).

Source Credibility and Authenticity

Due to the many-to-many communication of the social media, where each individual which constitutes the audience can react and engage in an exchange with the unique messages’ sender, and the fact that now, the organizations are not the only one to speak up, the process of communication has become multidirectional, “amplifying horizontal influences among individual public members themselves” (Kang, 2010, p. 60). Indeed, social media has become a place where anyone can say anything about anything to everyone (Van Der Heide & Lim, 2016). Adapting to the changing context, organizations have developed what is known as influence(r) marketing on social media. The aim of this strategy, which is said to increase in the coming years, is to collaborate with opinion leaders to promote the brand (Voorveld, 2019), which requires to change the source of the content, meaning who is communicating on the social media. Beside marketers representing the brand, two sources can be highlighted: celebrities, who can be artists, movie stars, or any other public figures, and social media influencers, who are people well known on and thanks to social media and who have a large social network of followers (Pöyry et al., 2019). When they work with a brand, they are both said to be endorsers, meaning they “use their recognition and image to make paid product endorsements” (Pöyry et al., 2019, p. 337). The effectiveness of this trend is explained by the influence the celebrities and influencers have on their large audience. Additionally, it will also depend on the nature of the source. Indeed, “characteristics of the source are known to have an important influence on communication effects” (Voorveld, 2019, p. 17). The goal for brands is to have a positive influence on brand recall, recognition and trustworthiness, brand attitudes or purchase decisions (Pöyry et al. (2019); Jin and Phua (2014)). Sources can be defined according to different concepts. However, based on Voorveld (2019)'s suggestions and on the points of comparison between social media influencers and celebrities raised by

them and discussed by Domingues Aguiar and van Reijmersdal (2018), this thesis will address two essential constructs need to be perceived by the public in order to reach such effective results: authenticity and credibility.

Authenticity is a multidimensional construct often linked with perceptions of genuineness, truth, originality or legitimacy (Pöyry et al. (2019); Ross, Johnstone, and Gazley (2010)). It is rather an assessment than an attribute, because it is specific to the individual and the context (Ross et al., 2010). "Authenticity delves much deeper than simply interpreting whether something can be trusted or not. It is a multidimensional construct that can make a person, situation, brand or object seem original, real and contextualised" (Ross et al., 2010, p. 2). Authenticity has a particular meaning regarding the social media in comparison with traditional media. On social media, celebrities and influencers can share a part of their real life, with their own voice, pictures or videos, they can interact with their audience, when in commercials, they appear in a false context, where they are compelled to act in a certain way. Thanks to the Influencer Marketing on social media, brands have thus the opportunity to be presented in their reality. That may sometimes create complicated situation when endorsing a product, where opinion leaders have to struggle between staying authentic and credible, and accomplishing what the brand demands (Pöyry et al., 2019). Authenticity and credibility are indeed often linked, even though they are two different constructs.

Characterized by several dimensions, credibility can be measured regarding four forms: source credibility, advertising credibility, content credibility, and media credibility (Ross et al., 2010). Regarding the source credibility, it can be defined as "a communicator's positive characteristics that affect the receiver's acceptance of a message" (Ohanian, 1990, p. 41). In the literature, several researches have highlighted trustworthiness and expertise as determinants of source credibility (Kang, 2010). "Source expertise is a source's competence or qualification, including the source's knowledge or skills, to make certain claims relating to a certain subject or topic. Source trustworthiness concerns the receivers' perception of a source as honest, sincere, or truthful" (Lou & Yuan, 2019, p. 61).

Both authenticity and credibility have been studied, and their impact on different constructs has been tested. Attitudes, either toward the ad or toward the brand, are influenced by the perception of credibility or authenticity (Kang (2010); Lou and Yuan (2019); Ross et al. (2010)). Trust can also be impacted. One the one hand, in their study considering credibility, Lou and Yuan (2019) have shown that several dimensions of credibility regarding the influencers positively influenced their followers' trust in their branded posts. On the other hand, it has been shown that brand authenticity positively impacts brand trust (Pöyry et al.,

2019). Concerning the purchase intentions, results are divergent. Several studies have shown a positive effect either from perceived authenticity (Pöyry et al., 2019) or perceived credibility (Jin & Phua, 2014) on the purchase intentions of customers. However, in their study, Lou and Yuan (2019) did not find any impact of the credibility dimensions on purchase intentions. As they noticed, they focused on social media influencers' source credibility, where other studies examined celebrity source credibility, what may explain the differences in the findings. Additionally, in their paper, they advanced the findings of Djafarova and Rushworth (2017) saying that social media influencers were perceived by young females as more influential, credible and relatable than celebrities. This highlights the need to compare the sources of content on social media when studying several relationships.

Parasocial Interactions

The parasocial interactions (PSI) theory comes from the communication literature as this refers to media consumer relationships with media characters (Horton & Richard Wohl, 1956), such as presenters or actors. This one-sided relationship is built in a context where consumers felt as engaged in a direct two-way communication, as the media character is talking directly to them (Labrecque, 2014). This creates a feeling of friendship and intimacy, where the opinion of this media character matter, as one of a friend (J. E. Lee and Watkins (2016); Sokolova and Kefi (2020)).

"In previous studies (e.g., Alperstein 1991), participants have described parasocial interaction while consuming media content in terms of being transported to another sometimes disorienting world where they become involved in the interactions of those characters who appear in programming and commercials. This experience is also tied to the concept of suspension of disbelief, in which viewers fall out of touch with the real world, and in touch with their imaginary social world" (Ballantine & Martin, 2005, p. 198).

The literature has extensively dealt with this PSI theory in the context of traditional media such as television or radio (Ballantine and Martin (2005); Xiang, Zheng, Lee, and Zhao (2016)). But recent research has explored the possibility that this theory could be applied to other domains, including social networks (Labrecque, 2014). Horton and Strauss (1957) explained themselves that the PSI theory can also be applied in a face-to-face context "where there are large audiences (e.g., show or lecture), where there is a large gap in status between a performer and their audience. This can also arise due to the audience being so large that a speaker cannot address audience members individually" (Ballantine & Martin, 2005, p. 199). This situation is consistent with what is occurring on social networks when a mediated

persona addresses its audience. Indeed, even if the SNS's offers the possibility to have direct two-way communication with other users, the interactions between those mediated persona and their audience "oftentimes more closely mirror one-way conversations" (Labrecque, 2014, p. 135). Mediated persona often show part of their daily life, giving the impression to users they "really know" the speaker. However, the personalities still have the control the reciprocity of the relationship (J. E. Lee & Watkins, 2016). In addition, it is not possible for a unique mediated persona to answer to all users individually in a true relationship due to the large audience size. Whether the responses are automated or wrote by different employees, different techniques are implemented to give the impression they all come from a single respondent (the mediated persona). Those interactions are thus more closely described as one-sided communication, where "the relationship and interaction are held in the fans' imagination" (Gong & Li, 2017, p. 722).

In his study, Labrecque (2014) found that openness and interactivity were two antecedents of PSI. Openness can be interpreted as the fact of revealing information to the viewer, while interactivity is perceived by the viewer when s/he has the perception of being part of a two-way communication with the mediated persona. Both, when perceived by the users, create a sense of parasocial interactions. In addition, it was found by J. E. Lee and Watkins (2016) that the perceived similarity to the blogger is positively related to the PSI. In turn, parasocial interactions have significant impacts which seem beneficial for brands or endorsers. Indeed, PSI can increase engagement and feelings of loyalty intentions (Labrecque, 2014), can have a positive impact on brand perception (J. E. Lee & Watkins, 2016), can generate positive attitudes or behavioural intentions regarding endorsement (Gong & Li, 2017), and can also be positively related to purchase intentions (Sokolova and Kefi (2020); Gong and Li (2017)). It seems therefore crucial for brands to create and maintain strong relationship with their customers.

2.3.5. Outcomes

Brand attitude

An attitude can be broadly defined as "a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor" (Eagly & Chaiken, 1993, p. 1), which generally lasts over time. Two characteristics should be highlighted: an attitude is always directed at an object, and an attitude is evaluative (Spears & Singh, 2004). By applying this definition in the marketing domain, this entity can for example be a product/ a

service or an ad. In this paper, the focus will be put on the attitude toward the brand, which can then be more precisely defined: “Brand attitudes represent the consumer’s overall evaluation of the brand and form the basis for decisions and behaviours towards the brand” (Grace & O'Cass, 2004, p. 452). The two main characteristics are still present.

In general, it has been said that “attitudes are formed after the interpretation, evaluation and integration of stimulus information” (Grace & O'Cass, 2004, p. 452). Several (and very different) dimensions can therefore have an effect on brand attitudes such as the physical environment, the satisfaction (Grace & O'Cass, 2004), or the attitude toward the ad (De Pelsmacker et al., 2007). The consumer experience is also said to have an impact on the brand attitudes (Van Gelder (2004); Biedenbach and Marell (2010); Fatma (2014)). Indeed, in general, a positive experience leads to favourable attitudes (Fatma, 2014). Similarly, brand engagement can have an impact on attitudes, with positive brand engagement leading to favourable attitudes (Leventhal, Hollebeek, & Chen, 2014). Indeed, increased social media interactions with a brand can positively impacts attitudes toward the brand. More precisely, Coursaris et al. (2016) shown that high level of engagement of a social media message/post positively affect brand attitudes. The level of engagement differs according to content themes, richness of the message or the appeal used in a message : “a brand can manipulate the appeal used in a message (transformational as opposed to informational) to elicit stronger emotional experiences and in turn more positive brand attitudes thus enhancing brand equity” (Coursaris et al., 2016, p. 3547). Indeed, in their study, Ashley and Tuten (2015) shown that content creative strategies can be very different, and therefore have different level of effectiveness. As a first distinction, creative strategies can be emotional/transformational, requiring the psychological characteristics of the audience or functional/informational, processed rationally. Further, “creative strategies can focus on benefits that are unique to the brand (unique selling proposition), superior for the brand (preemptive, comparative), or undifferentiated in the product class (generic). They can focus on matching the brand to consumer aspirations (image), insights and experiences (resonance, experiential), and feelings (emotional including love, sexual desire, fear, guilt, and joy/humor)” (Ashley & Tuten, 2015, p. 18). As an example, authors found out that experiential appeals had a positive relationship with the brand’s engagement score. Regarding the over influence score in social media, resonance, animation, experiential appeals, social causes, and incentives were all related to performance. However, functional appeals were not linked to any measures of performance. It could be explained by the fact that even if SNSs users are seeking both information and entertainment

on social media, maybe "entertainment is a stronger motivator of engagement with top brands than informativeness" (Ashley & Tuten, 2015, p. 24).

Brand attitude have in turn an influence on consumer behavioural intentions. On the one hand, it has been demonstrated several times that the more positive the brand attitude, the higher the purchase intentions of a customer (Coursaris et al., 2016). Purchase intentions can be defined as "individual's conscious plan to make an effort to purchase a brand" (Spears & Singh, 2004, p. 56). On the other hand, results from Coursaris et al. (2016), indicates that brand attitude, as part of the brand equity, impact positively customer's intentions to engage with a brand's social touch points. Therefore, it can be said that brand attitude is a precursor for customer behaviour, as the behaviour intentions lead, in turn, to actions (Coursaris et al. (2016), Spears and Singh (2004)).

Brand Trust

Brand trust is also part of the most common brand outputs studied in the literature, partially due to its link with the brand loyalty that has already been demonstrated (Delgado-Ballester and Munuera-Alemán (2005); Delgado-Ballester, Munuera-Aleman, and Yague-Guillen (2003); Chaudhuri and Holbrook (2001)). Like many other complex constructs, researchers have a different vision, understanding, and therefore a different definition of what the trust construct means. However, it has been noticed that, in general, confident expectations and risk are the two main components of definition of trust (Delgado-Ballester & Munuera-Alemán, 2005). Delgado-Ballester et al. (2003) explains that trusting someone "implicitly means that there is a quite high probability that this person will perform actions that will result in positive, or at least non-negative, outcomes for his/her exchange or relational partner" (Delgado-Ballester et al., 2003, p. 8) and by applying it to the marketing domain, defined brand trust as "Feeling of security held by the consumer in his/her interaction with the brand, that it is based on the perceptions that the brand is reliable and responsible for the interests and welfare of the consumer" (Delgado-Ballester et al., 2003, p. 11). Trust enables to reduce uncertainty due to a customers' feeling of vulnerability as they can rely on the brand ability to perform its function (Chaudhuri & Holbrook, 2001). As it involves a complex process of reflexion and consideration, brand trust is built over time, and is based on the experience and interactions a customer has with the brand. It is said to be influenced by the contact evaluation the customer has with the brand (Delgado-Ballester & Munuera-Alemán, 2005). Indeed, Huang (2017) shown that sensory experience, a cognitive dimension of brand experience, drives customers' brand trust. Additionally, brand trust is also

an outcome of brand engagement (Dessart, 2017). In turn, as said before, brand trust is related to loyalty, and more precisely, it is related to both dimensions of the construct (Chaudhuri & Holbrook, 2001), respectively purchase loyalty (represented by repeated purchases), and attitudinal loyalty ("includes a degree of dispositional commitment in terms of some unique value associated with the bran" (Chaudhuri & Holbrook, 2001, p. 82)).

Purchase Intentions

The interaction with brand ephemeral content by Millennials has also an impact on their purchase intentions, and can even sometimes lead to an impulsive purchasing behaviour, which is defined as "a sudden, hasty, urgent and hedonistic purchase, where the rapidity of the impulsive purchase decision excludes reasoning and prevents consideration of all the information and the selection of alternatives" (Dones et al., 2018, p. 459). Firstly, as said before, gratification stimulates user's behaviour. In this way, through gratification, the use of ephemeral content by users impacts positively their impulsive purchase intention. Secondly, in a more indirect way, the participation and the intensity of use increased by the gratification millennials received from the use of ephemeral content on SNSs have also an impact on the purchases intentions Additionally, it has been shown that more attractive, fun and enjoyable brand's advertising have also a positive impact on purchase intentions on SNSs (Flecha-Ortíz et al. (2019); Dones et al. (2018)). Finally, as explained previously, brand attitude have also an impact on consumer behavioural intentions.

2.4. Hypotheses development and Conceptual model

Type of source and ephemeral content

Source characteristics, as said before, influence communication effects, meaning it has an impact on the consumer responses to social media (Voorveld, 2019), and in the case of this paper, on consumer responses to brand communication more precisely. Each source has its own methods and type of interaction, and is perceived differently by the audience, meaning each source has a potentially unique ability to impact the customer responses (Shareef et al., 2019). Therefore, the first hypothesis, established for each construct, concerns the moderating effect of the source on the construct.

It has already been shown by Labrecque (2014) that openness, meaning the fact of revealing information to the viewer, and interactivity, corresponding to the viewer perception of being part of a two-way communication with a mediated persona, have a determinant

impact in explaining the parasocial interactions. Those two constructs are often used when describing the content presented on ephemeral features. Even if it is asynchronous by nature, the ephemeral features share some properties of synchronous communication such as face-to-face conversation (possibility of eye-contact, the sender can directly addresses the viewer, etc.). The fact that users can receive quasi immediate and personal replies make them feeling more involved with what's going on with other people (Phua et al., 2017). In addition, ephemeral content is said to be more personal, more intimate (Phua et al., 2017). It represents a continuous sharing of everyday moments (Georgakopoulou, 2019). This sharing practice is compared with the context sharing, making references to the act of distributing information about one's context to others as physical location, emotion, and the presence of others (Bayer et al., 2016). The ephemeral content is thus expected to have a positive impact on parasocial interactions.

In addition to the private nature of ephemeral content, it is also said to be spontaneous (Bayer et al., 2016), creative, original (Georgakopoulou, 2019), funny and humoristic (Piwek and Joinson (2016); Bayer et al. (2016)). However, it could be more difficult for brands to provide such content because the brand plays its image as well as the image of the product or service. The brand must therefore be very careful about the content and not make it ridiculous. Even though it may be easier for celebrities, they also have to be careful about the image they review since most branded content is sponsored, and you have to make sure that it's in line with the brand. Therefore, the following hypotheses can be made:

H 1a: peers branded content leads to a higher experience of ephemeral content and brands branded content leads to a lower experience of ephemeral content than other sources.
H 2: the experienced ephemeral content is positively related to parasocial interactions.

Parasocial Interactions (PSI)

By developing a PSI relationship with a mediated persona, consumers will have a better understanding of its actions and a better evaluation of its statements. Based on this relationship, users are likely to develop perceptions and attitudes towards the mediated person (Gong & Li, 2017), and it is on the basis of these perceptions and attitudes that consumers will evaluate the perceived credibility and authenticity of the mediated persona.

When customers develop PSI relationships with a mediated persona, they tend to be more engaged. It has already been demonstrated regarding traditional media, where PSI impacted the behaviour of consumers. Regarding the television for example, they increased

their viewing or purchasing from programs in which the person with whom they have made a connection is in (Labrecque, 2014). It can be therefore supposed that SNS's users could engage in different way regarding the mediated persona content (a celebrity, an influencer, a brand) they are attached to.

Parasocial relationships are described as one-sided "friendly" relationship, when the viewer develops feelings of attachment for the mediated persona. This relationship is enhanced by a feeling of similarity with the mediated persona (Sokolova and Kefi (2020); Xiang et al. (2016)). PSI does not really apply to peer because the communication is two-sided. As the parasocial interactions will measure if there is a feeling of friendship relation between the consumer and the mediated persona, the value of the PSI should be normally higher when interacting with a peer as a real "two way" relationship exists between the viewer and the sender. Regarding the endorsers, influencers are considered as more accessible, intimate and easy to relate than celebrities (De Veirman, Cauberghe, & Hudders, 2017). A difference of parasocial interactions could be expected. Therefore, the following hypotheses can be made:

H 1b: peers and influencers branded content leads to higher parasocial interactions than other sources.
H 3: parasocial interactions can lead to (a) perceived source authenticity and (b) perceived source credibility.
H 4: parasocial interactions are positively related to branded content engagement.

Perceived Credibility and Authenticity

Kim (2016) pointed out that as social media are all about relationships, brand credibility has a main role in social media engagement. In addition, perceived credibility has been presented as a related aspect to consumer engagement regarding brand SNSs pages (Tsai & Men, 2013). Providing credible information establishes a trusting relationship, what enhances the customer engagement on those pages. Authenticity seems playing a role as well, as Pronschinske, Groza, and Walker (2012) found out that professional sport team pages that possessed more authenticity attributes had a higher number of fans, which is considered as a behavioural engagement. Additionally, Kowalczyk and Pounders (2016) found that celebrities authenticity on social media fosters feelings of engagement, WOM and purchase likelihood.

Regarding the perceived credibility, Schouten et al. (2020) found no difference between influencers and celebrities on expertise dimension, but influencers seem more

trustworthy than celebrities. It would be expected that brands are considered as more expert regarding the branded content, as they are supposed to better know their own products/services, while trustworthiness may be rated lower : brand are seen as trying to sell a product, where celebrities or influencers are seen as people who tried a product an recommended because they liked it. Indeed, ads are more easily recognized as such when displayed by brands than by influencers (Lou, Tan, & Chen, 2019). Peers have been shown to be more trusted referrals in comparison with celebrities or influencers (Cooley & Parks-Yancy, 2019). Additionally, presenting a product in a real life setting is considered as more authentic by viewers (Schouten et al., 2020). This could explain a lower perceived authenticity when brands display a content in comparison with other endorsers. Finally, several authors suggested that influencers have a higher influence than celebrities due to their higher authenticity and credibility (Pöyry et al., 2019). Therefore, the following hypotheses can be made:

H 1c: brands branded content leads to a lower perceived source authenticity than other sources.
H 1d: peers branded content leads to a higher perceived source trustworthiness and brands branded content leads to a lower perceived source trustworthiness than other sources.
H 1e: brands branded content leads to a higher perceived source expertise than other sources.
H 5: the perceived credibility (a) and authenticity (b) plays a mediating role between the PSI and the customer engagement with the content.

Content Engagement

Regarding the impacts on the brand outcomes, engagement with branded content on social media may lead to engagement with the brand (Schivinski et al., 2016). In turn, the brand engagement can have an impact on attitudes, with positive brand engagement leading to favourable attitudes (Leventhal et al., 2014). Additionally, increased social media interactions with a brand can positively impacts attitudes toward the brand. More precisely, Coursaris et al. (2016) have shown that high level of engagement of a social media message/post positively affect brand attitudes. Brand trust is also an outcome of brand engagement, as it has been said that engagement build trust toward the brand (Dessart, 2017).

In their study on consumer engagement, Lou et al. (2019) compared influencer- vs. brand-promoted Ads. Results showed that influencer-promoted ads lead to higher behavioural

engagement in comparison with the identical ads being displayed by brands. Authors explained that by the fact that brand-promoted ads are more readily recognized as advertising what may negatively affect consumers' engagement with the ads. In addition to that, Shareef et al. (2019) explained in their work that content presented more formally, as one created by a formal commercial representative can have a negative impact and may be less persuasive. Therefore, the following hypotheses can be made:

H 1f: brands branded content leads to a lower branded content engagement than other sources.
H 6: The content engagement impacts positively consumer attitude toward the brand (a) and trust toward the brand (b).

Trust and Attitude toward the brand

Brand attitude have in turn an influence on consumer behavioural intentions. Indeed, it has been demonstrated several times that the more positive the brand attitude, the higher the purchase intentions of a customer (Coursaris et al., 2016). Regarding trust toward a brand, Chaudhuri and Holbrook (2001) found a link between brand trust and what they called purchase loyalty, represented by repeated purchases. Based on the Theory of Planned Behaviour, developed by Ajzen (1991), behavioural intention is assumed to be a direct antecedent of the behaviour as it is an indication of an individual's willingness to perform a behaviour. Thus, if trust has an impact on purchase behaviour, purchase intention could act as a mediator, and so trust may have a first impact on purchase intention. Additionally, Lou and Yuan (2019) demonstrated that followers' trust in influencer-branded posts positively affects followers' purchase intentions.

Brand attitude and brand trust are both constructs which are not supposed to be linked with the source anymore. As explained before, brand attitudes are said to be formed "after the interpretation, evaluation and integration of stimulus information" (Grace & O'Cass, 2004, p. 452). Content should therefore be taken into account, but the source is just the person who transmitted this content. Similarly, brand trust is built over time, and is based on the experience and interactions a customer has with the brand (Delgado-Ballester & Munuera-Alemán, 2005). Therefore, the following hypotheses can be made:

H 1g: type of source has no impact on the brand attitude.
H 1h: type of source has no impact on the brand trust.

H 7: the more positive the consumer attitude toward the brand, the greater the consumer purchase intentions.

H 8: the higher the trust toward the brand, the greater the consumer purchase intentions.

Based on the above discussion of the ephemeral content consumption experience, as well as the associated hypotheses, the conceptual model shown in Fig. 1 can be proposed to examine the effects of the customer experience regarding branded ephemeral content on social media on the PSI, the impact of the latter on the branded content engagement, the mediating role of the perceived authenticity and credibility, the effect of the engagement toward the content on the attitude toward the brand and the trust toward the brand, and the impacts of the attitude toward the brand and the trust toward the brand on purchase intentions, all of this in a context of pandemic, where social distancing and containment were applied. In addition, the moderating role of the type of source will be tested on this conceptual model with four different sources: brands/marketers, celebrities, social media influencers and peers.

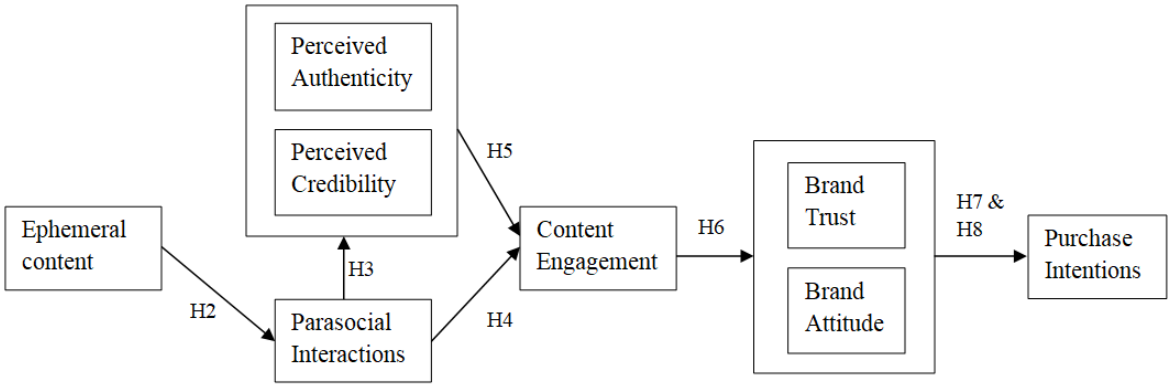


Figure 1 : Conceptual Model

Chapter 3: Research Design

3.1 Methodology

The completion of the literature review highlighted the importance of conducting a study to discover the impact that ephemeral content can have on different brand related concepts and to discover if and how this impact varies according to the source publishing the content. A quantitative experimental study was therefore conducted in an attempt to test the hypothesis associated with the proposed conceptual model. As defined by Parasuraman, Grewal, and Krishnan (2006, p. 73), an experimental research "is intended to generate the type of evidence necessary for confidently making causal inferences about relationships among variables". Authors indicate that research where the primary purpose is to test causal relationships among variables should apply an experimental design. Randomization is also an important characteristic of an experimental design (Kirk, 2012) and the random assignment has been applied in this study. The study uses an independent measures design, where the independent variable is the source of the branded ephemeral content.

Three groups related to different sources of influence (celebrities, influencers, and peers) have been considered, in addition to a control group which is related to brand source. Data was collected through online questionnaires, which were developed on Qualtrics in four versions, one for each type of source mentioned above. The sample associated with the brand was considered as the control group. As the focus of this work is the online experience of consumers, the goal is to reach social media users with experience using ephemeral content, and therefore the four versions of the survey were spread online: the questionnaire links were posted on several groups across social media platforms, in order to assign randomly the subjects to groups.

The questionnaire begins with two screening questions in order to eliminate participants that are not concerned with the ephemeral content. Only respondents using either Facebook, Instagram and/or Snapchat, and who are watching content either from their friends, from celebrities, from influencers and/or from brands could pursue the questionnaire. Participants were then asked to "remember the last time you viewed content published via Stories (Snapchat, Facebook or Instagram) highlighting a promotion or discount for a product/service". In addition, it was stated that the content must have been published by a specific source (a brand, a celebrity or an influencer depending of the version of the survey). Respondents were asked to "Keep this experience in mind when answering the next

questions". Several examples of promotional ephemeral content completed the text. Then, participants answered questions relating to the different constructs of interest through scales that were selected from previous researches and sometimes adapted to the context of this study. The questionnaire ended with demographic questions, a question about the frequency of social media usage and one or two questions (depending on the group) asking the respondents to name the brand and the celebrity or influencer they had in mind while answering the questionnaire. The data collection was performed from 2nd April 2020 to 16th May 2020. During this period, different European countries, including Belgium, had applied community containment, and some of them have started the de-containment.

3.2 Measures

The questionnaire used in this study consists of scales measuring the constructs from the research model. The constructs rely on established scales from prior research (shown in Table 2), some items were slightly altered to suit the study context. The measurement model consisted of 73 measurement items and 8 factors. Except for Brand attitude and Purchase intention, all constructs were measured using seven-point Likert scales, anchored by "strongly disagree" (1) and "strongly agree" (7).

The Flow construct is used to approximate the online experience of using ephemeral content. Indeed, the flow is used to have a better understanding of a consumer online navigation behaviour. When flow is experienced, "a person becomes totally involved in an activity and experiences a number of positive experiential characteristics" (Jackson & Marsh, 1996, p. 18). Flow was measured with two subscales from (Refiana, Mizerski, & Murphy, 2005) : involvement (4 items) and time (3 items). Source Perceived Credibility was assessed by using the trustworthiness and expertise subscales (5 items each) of the credibility scale by Ohanian (1990). Trustworthiness was adapted to suit the context. Source Perceived Authenticity was adapted from the scale of (Bruhn, Schoenmüller, Schäfer, & Heinrich, 2012), which includes 4 subscales : continuity (4 items) originality (4 items) reliability (4 items) and naturalness (3 items). The six-item scale from (Labrecque, 2014) was used to measure the Parasocial interaction. Brand and Community Engagement items from Dessart et al. (2016) were adapted to assess the engagement toward the content. The scale measures 3 dimensions (cognitive, affective, behavioural) and 7 sub-dimensions (Enthusiasm, Enjoyment, Attention, Absorption, Sharing, Learning, Endorsing) using 22 items. Regarding the brand trust construct, (Chaudhuri & Holbrook, 2001) four-item scale was adopted. Brand Attitude and Purchase intentions were assessed with the scale from (Spears & Singh, 2004). They were

rated with respectively five and four items on 7-point semantic differential scales. Finally, basic demographics were collected.

Table 2 : Adapted scales and their source

Construct	Adapted Scale
Flow	After viewing ephemeral content published by the source, please evaluate the following statements: 1-Strongly disagree 7- Strongly agree **Involvement:** I feel involved with the content I get immersed by the Stories I feel "carried away" by the social media Stories I feel as if I were part of the social media Stories **Time:** I forget time when I view the social media Stories When I view the social media Stories, I forget about time When I view the social media Stories, I lose track of time Original scale: (Refiana et al., 2005)
Source Perceived Credibility	After viewing ephemeral content published by the source, please evaluate the following statements: 1-Strongly disagree 7- Strongly Agree S = Source **Trustworthiness:** I think Stories by S are Dependable I think Stories by S are Honest I think Stories by S are Reliable I think Stories by S are Sincere I think Stories by S are Trustworthy **Expertise:** I think S is Expert I think S is Experienced I think S is Knowledgeable I think S is Qualified I think S is Skilled Original scale: Ohanian (1990)
Source Perceived Authenticity	After viewing ephemeral content published by the source, please evaluate the following statements: 1-Strongly disagree 7- Strongly Agree S = Source **Continuity:** I think Stories by S are consistent over time. I think S stays true to itself. Stories by S offer continuity. Stories by S have a clear concept that they pursue.

	Originality: Stories by S are different from other stories on social media. Stories by S stand out from other stories on social media. I think Stories by S are unique. Stories by S clearly distinguish themselves from other stories on social media. **Reliability:** My experience of Stories by S has shown me that it keeps its promises. Stories by S deliver what they promise. Stories by S 's promises are credible Stories by S make reliable promises. **Naturalness:** Stories by S do not seem artificial. Stories by S make a genuine impression. Stories by S give the impression of being natural. Original scale: (Bruhn et al., 2012)
Parasocial interaction	After viewing ephemeral content published by the source, please evaluate the following statements: 1-Strongly disagree 7- Strongly Agree S = Source S makes me feel comfortable, as if I am with a friend. When I interact with S, I feel included. I can relate to S. I like hearing what S has to say. I care about what happens to S. I hope S can achieve its goals. Original scale: (Labrecque, 2014)
Content Engagement :	After viewing ephemeral content published by the source, please evaluate the following statements: 1-Strongly disagree 7- Strongly Agree S = Source **Affective :** *Enthusiasm:* I feel enthusiastic about the branded stories. I am interested in anything about the branded stories. I find the branded stories interesting. *Enjoyment:* When interacting with the branded stories, I feel happy. I get pleasure from interacting with the branded stories. Interacting with the branded stories is like a treat for me. **Cognitive:** *Attention:* I spend a lot of time thinking about the branded stories. I make time to think about the branded stories. *Absorption:* When interacting with the branded stories, I forget everything else around me. Times flies when I am interacting with the branded stories. When I am interacting with the branded stories, I get carried away. When interacting with the branded stories, it is difficult to detach myself.

	Behavioural: *Sharing:* I share my ideas with S. I share interesting content with S. I help S. *Learning:* I ask S questions. I seek ideas or informations from S. I seek help from S. *Endorsing:* I promote the branded stories. I try to get other interested in the branded stories. I actively defend the branded stories from its critics. I say positive things about the branded stories to other people. Original scale: Dessart et al. (2016)
Brand Trust:	After viewing ephemeral content published by the source, please evaluate the following statements: 1-Strongly disagree 7- Strongly Agree I trust this brand I rely on this brand This is an honest brand This brand is safe Original scale: (Chaudhuri & Holbrook, 2001)
Brand Attitude	After viewing ephemeral content published by the source, please evaluate the following statements: "I find B..." Unappealing X X X X X Appealing Bad X X X X X Good Unpleasant X X X X X Pleasant Unfavorable X X X X X Favorable Unlikable X X X X X Likable Origianl scale: (Spears & Singh, 2004)
Purchase Intention	After viewing ephemeral content published by the source, please evaluate the following statements: I definitely do not intend to buy X X X X X I definitely intend to buy I have very low purchase interest X X X X X I have very high purchase interest I will definitely not buy it X X X X X I will definitely buy it I will probably not buy it X X X X X I will probably buy it Original scale : (Spears & Singh, 2004)

3.3 Analysis methods

First, the relational hypotheses (H2 to H8) will be tested using several simple or multiple linear regressions. The goal of linear regression is to analyze the relationships

between the dependent variable and the independent variable(s) (Kalaian, Kasim, & Kasim, 2017).

In order to test the moderator role of source on the model (H1), several analyses of variance (ANOVA) will be run, using the Scheffé test as ad hoc test. According to Caceres and Vanhamme (2003), the analysis of variance is one of the statistical analyses that can be used to test for a moderating effect. Analysis of variance is used to compare group means, especially when the independent variable is categorical and when more than two groups need to be compared (Park, 2009).

All analyses will be run using the SPSS software.

3.4 Sample

Of the 481 people who started the questionnaire, 245 completed it. Amongst those respondents, three did not use any of the cited applications (Facebook, Instagram or Snapchat), and 33 of the 242 remaining participants did not watch stories at all. Finally, 178 of the 209 responses were retained and used for the analysis after cleaning the data. The sample comprised 79.8 % women and 20.2 % men. The majority was aged between 19 and 34 years old (87.1 %), followed by people older than 35 years old (6.7 %) and by people aged between 12 and 18 years old (6.2 %). In general, it can be said that respondents were heavy social media users, as 88.8 % of them was using Facebook, 90.4 % was using Instagram and 60.7 % was using Snapchat. All of these applications were said to be used more than once a day by 94.9 % of the respondents. Six participants said to use them once a day, and three others were using the applications less than once a day but more than once a week. Regarding the ephemeral content posted on those applications, 93.8 % of respondents watched the ephemeral content displayed by friends, 69.7 % watched the ephemeral content displayed by influencers, 58.4 % watched the ephemeral content displayed by celebrities and 28.7 % watched the ephemeral content displayed by brands. A wide range of brands, influencers and celebrities was cited, including Dior, H&M, Nike, Nicky Paris cosmetics, Hello Body (for brands), Hailey Bieber, Eva Longoria, Nabilla, Kim Kardashian (for celebrities), EnjoyPhoenix, Milkywaysblueyes or Lufy (for influencers).

The four versions of the questionnaire have a similar sample size: 45 respondents completed the survey focusing on content displayed by a brand, 44 for the one focusing on content displayed by a celebrity, 46 for the one focusing on content displayed by an influencer and 43 subjects completed the one focusing on content displayed by a peer. The four groups are relatively similar in terms of demographics. The description above generally applies to all

four groups. There is a majority of females and of people aged between 19 and 35 years old in all of them. In the three groups, the content displayed by friends is the most watched, followed by the one displayed by the influencers, then by the celebrities and only a minority in each group watched the content displayed by brands. The complete description is shown in table 2.

Table 3 : Sample description by source type

			Source_Type				
			Brand	Celebrity	Influencer	Peer	Total
Usage of Facebook	No	Effectif	8	5	5	2	20
		% in Source_Type	17,8%	11,4%	10,9%	4,7%	11,2%
	Yes	Effectif	37	39	41	41	158
		% in Source_Type	82,2%	88,6%	89,1%	95,3%	88,8%
Usage of Instagram	No	Effectif	8	2	2	5	17
		% in Source_Type	17,8%	4,5%	4,3%	11,6%	9,6%
	Yes	Effectif	37	42	44	38	161
		% in Source_Type	82,2%	95,5%	95,7%	88,4%	90,4%
Usage of Snapchat	No	Effectif	21	16	18	15	70
		% in Source_Type	46,7%	36,4%	39,1%	34,9%	39,3%
	Yes	Effectif	24	28	28	28	108
		% in Source_Type	53,3%	63,6%	60,9%	65,1%	60,7%
Watch the ephemeral content of friends	No	Effectif	3	0	5	3	11
		% in Source_Type	6,7%	0,0%	10,9%	7,0%	6,2%
	Yes	Effectif	42	44	41	40	167
		% in Source_Type	93,3%	100,0%	89,1%	93,0%	93,8%
Watch the ephemeral content of celebrities	No	Effectif	22	14	23	15	74
		% in Source_Type	48,9%	31,8%	50,0%	34,9%	41,6%
	Yes	Effectif	23	30	23	28	104
		% in Source_Type	51,1%	68,2%	50,0%	65,1%	58,4%
Watch the ephemeral content of influencers	No	Effectif	15	12	10	17	54
		% in Source_Type	33,3%	27,3%	21,7%	39,5%	30,3%
	Yes	Effectif	30	32	36	26	124
		% in Source_Type	66,7%	72,7%	78,3%	60,5%	69,7%
Watch the ephemeral content of brands	No	Effectif	27	31	38	31	127
		% in Source_Type	60,0%	70,5%	82,6%	72,1%	71,3%
	Yes	Effectif	18	13	8	12	51
		% in Source_Type	40,0%	29,5%	17,4%	27,9%	28,7%
Age	12 - 18 years old	Effectif	5	4	1	1	11
		% in Source_Type	11,1%	9,1%	2,2%	2,3%	6,2%
	19 - 34 years old	Effectif	35	35	44	41	155
		% in Source_Type	77,8%	79,5%	95,7%	95,3%	87,1%
	35 - 44 years old	Effectif	3	1	1	1	6
		% in Source_Type	6,7%	2,3%	2,2%	2,3%	3,4%
	45 - 54 years old	Effectif	1	3	0	0	4
		% in Source_Type	2,2%	6,8%	0,0%	0,0%	2,2%
	55 - 64 years old	Effectif	1	1	0	0	2
		% in Source_Type	2,2%	2,3%	0,0%	0,0%	1,1%
Gender	Men	Effectif	16	7	5	8	36
		% in Source_Type	35,6%	15,9%	10,9%	18,6%	20,2%
	Women	Effectif	29	37	41	35	142

		% in Source_Type	64,4%	84,1%	89,1%	81,4%	79,8%
Frequency of application's usage	More than once a day	Effectif	44	42	43	40	169
		% in Source_Type	97,8%	95,5%	93,5%	93,0%	94,9%
	Once a day	Effectif	0	1	2	3	6
		% in Source_Type	0,0%	2,3%	4,3%	7,0%	3,4%
	Less than once a day but more than once a week	Effectif	1	1	1	0	3
		% in Source_Type	2,2%	2,3%	2,2%	0,0%	1,7%
Total		Effectif	45	44	46	43	178
		% of the total	25,3%	24,7%	25,8%	24,2%	100,0%

Chapter 4: Results

Validity and reliability tests

Before testing the model, a factor analysis and a scale measurement reliability test were carried out using SPSS to test for potential measurement problems. Results are shown in table 3. First, a principal component analysis with a Varimax rotation was proceeded on the data for each of the scales. When the percentage of the variance of the item that is accounted for by the factor solution was lower than 0.5 or when the cross loadings were higher than 0.4, the item was removed and the analysis was run again. The result of the PCA supports the scales' unidimensionality of the Parasocial Interaction (66.945 % of the variance), Brand Trust (85.725 % of the variance), Brand Attitude (79.258 % of the variance) and Purchase intention (79.795 % of the variance) constructs, and the multi dimensionality of the Flow construct (85.865 % of the variance) and the perceived Credibility construct (85.303 % of the variance). The analysis did not recognize the four dimensions of the perceived authenticity. The items related to the continuity, reliability and naturalness dimensions were loaded on the first factor, while the items of the originality dimension were loaded on the second factor, without cross-loadings. The result accounts for 68.625 % of the variance. Finally, regarding the engagement construct, a two-factor solution emerged, where the items of the cognitive and affective dimensions loaded on the first factor, and the items of the behavioural dimension loaded on the second factor. It accounts for 65.122 % of the variance. It is important to note that all items related to the endorsing sub-dimension had to be removed in order to have an effective measurement. For each of the analyses, the sampling adequacy was verified by the the Kaiser–Meyer–Olkin (KMO) measure, which ranged from 0.779 to 0.934 which is above the Kaiser's minimum threshold of 0.5 (Kaiser, 1974). The Bartlett's test of sphericity has a significance level lower than 0.001 for each of the analysis, indicating the presence of correlations among variable.

To analyze the reliability of the scales, an internal consistency test was run where the Cronbach's alpha coefficients was calculated for each of the unidimensional scales, and for each of the factors identified by the factor analysis for the multidimensional scales. The Cronbach's alpha coefficients ranged from 0.788 to 0.947, which is acceptable according to George and Mallery (2003).

Table 4 : Results of the validity and reliability analyses of the measurement scales

Construct	N° of items	KMO	Bartlett's test	% of variance	Dimensions	Cronbach's alpha
Flow	5	.779	Approx. Chi-Square: 569.271 Df: 10 Sig.: .000	85.865	Time	.930
					Involvement	.788
Perceived Credibility	8	.909	Approx. Chi-Square: 1403.344 Df: 28 Sig.: .000	85.303	Trustworthiness	.947
					Expertise	.936
Perceived Authenticity	11	.892	Approx. Chi-Square: 1217.509 Df: 55 Sig.: .000	68.625	Continuity, Reliability, Naturalness	.922
					Originality	.839
PSI	5	.872	Approx. Chi-Square: 414.246 Df: 10 Sig.: .000	66.945	Unidimensional	.875
Engagement	13	.934	Approx. Chi-Square: 1574.886 Df: 91 Sig.: .000	65.122	Cognitive and affective	.926
					Behavioural	.840
Brand Trust	4	.817	Approx. Chi-Square: 701.318 Df: 6 Sig.: .000	85.725	Unidimensional	.944
Brand Attitude	5	.868	Approx. Chi-Square: 758.346 Df: 10 Sig.: .000	79.258	Unidimensional	.934
Purchase Intention	4	.851	Approx. Chi-Square: 491.621 Df: 6 Sig.: .000	79.795	Unidimensional	.913

It is thus now possible to calculate the average scores of the scales based on the results of this analysis. These scores will be uses to test the hypotheses.

Regressions and ANOVA

First, the relational hypotheses (H2 to H8) were tested using several simple or multiple linear regressions. A t-test is used to test whether the associated population parameter of each regression coefficient is equal to zero (Hypothesis null) or not (Hypothesis 1). A coefficient in the regression model is statistically significant at a significance level of 0.05. A p-value of the t-test lower than 0.05 is then needed to reject the hypothesis null, meaning there is a relationship between the variables. Additionally, significance at the 90% level could also be interpreted as significance but with great caution, as done in the studies of Xiang et al. (2016) or Lou and Yuan (2019). A summary of the different model results are shown in Figure 2.

In order to test the moderator role of source on the model (H1), several analyses of variance (ANOVA) were run, using the Scheffé test as post hoc test. An F-test is used to test whether all groups have the same mean (Hypothesis null) or not (Hypothesis 1). If the hypothesis of variance homogeneity is not rejected, a p-value of the F-test lower than the

significance threshold of 5% is needed in order to reject the hypothesis null and affirming that all variances are not the same. Then, results from the tests post hoc should be analyze in order to discover which groups are significantly different.

The results are presented by construct, followed by the mediation analysis using the method of successive (single and multiple) regressions proposed by Baron and Kenny (1986), as explained by Caceres and Vanhamme (2003).

Main effects

FLOW

A one-way analysis of variance (ANOVA) was calculated on participants' ratings of their experienced involvement while watching ephemeral content to test H1a. The hypothesis of variance homogeneity was not rejected, and the analysis was statistically significant, $F(3,174) = 4.597$, $p = .004$. The Scheffé post hoc test indicated that the peer source was significantly different from the brand source, $p = .008$ and from the Celebrity source, $p = .054$. There was no other significant difference amongst groups. Respondents felt less involved when watching content from celebrities ($M = 2.98$, $SD = 1.30$) or brand ($M = 2.77$, $SD = 1.26$) than when watching content from their peers ($M = 3.81$, $SD = 1.68$).

A one-way analysis of variance (ANOVA) was calculated on participants' ratings of their experience of time while watching ephemeral content to test H1a. The hypothesis of variance homogeneity was not rejected, and the analysis was statistically significant, $F(3,174) = 2.957$, $p = .034$. The Scheffé post hoc test revealed that the brand source was significantly different from the celebrity source, $p = .056$. There was no other significant difference amongst groups. Respondents lose less track of time watching content from brand ($M = 3.61$, $SD = 1.81$) than when watching content from celebrities ($M = 4.65$, $SD = 1.73$).

PARASOCIAL INTERACTIONS

A multiple regression analysis was conducted, whereby the parasocial interactions was regressed on the two factors of the flow construct to test H2. The analysis was statistically significant $F(2, 175) = 50.266$, $p < .001$. The factor accounting for the involvement dimension has a positive impact on the PSI ($\beta = 0.521$, $p < .001$), as well as the factor accounting for the time dimension ($\beta = 0.104$, $p = .052$).

A one-way analysis of variance (ANOVA) was calculated on participants' ratings of their parasocial interaction with the source while watching the content to test H1b. The hypothesis of variance homogeneity was not rejected, and the analysis was statistically

significant, $F(3,174) = 9.989$, $p = .000$. The Scheffé post hoc test indicated that the brand source was significantly different from the influencer source, $p = .031$ and from the peer source, $p = .000$. It was also found that the celebrity source was significantly different from the peer source, $p = .001$. There was no other significant difference amongst groups. Respondents rated their parasocial interaction lower when interacting with brand ($M = 3.48$, $SD = 1.33$) or with celebrities ($M = 3.74$, $SD = 1.26$) than interacting with influencer ($M = 4.31$, $SD = 1.23$) or with peers ($M = 4.89$, $SD = 1.44$).

PERCEIVED CREDIBILITY

A one-way analysis of variance (ANOVA) was calculated on participants' ratings of how they perceived the credibility of the source, and more specifically the trustworthiness while watching ephemeral content to test H1d. The hypothesis of variance homogeneity was not rejected, and the analysis was statistically significant, $F(3,174) = 4.655$, $p = .004$. The Scheffé post hoc test indicated that the peer source was significantly different from the celebrity source, $p = .025$ and from the influencer source, $p = .028$. There was no other significant difference amongst groups. Respondents found content from celebrities ($M = 3.56$, $SD = 1.57$) or influencers ($M = 3.58$, $SD = 1.55$) less trustworthy than content from their peers ($M = 4.57$, $SD = 1.69$).

A one-way analysis of variance (ANOVA) was calculated on participants' ratings of how they perceived the credibility of the source, and more specifically the expertise while watching ephemeral content to test H1e. The hypothesis of variance homogeneity was not rejected, and the analysis was statistically significant, $F(3,174) = 12.968$, $p = .000$. The Scheffé post hoc test indicated that the brand source was significantly different from the celebrity source, $p = .000$, from the influencer source, $p = .000$ and from the peer source, $p = .005$. There was no other significant difference amongst groups. Respondents found celebrities ($M = 3.19$, $SD = 1.43$), influencers ($M = 3.15$, $SD = 1.39$) and peers ($M = 3.66$, $SD = 1.43$) less expert than brand ($M = 4.73$, $SD = 1.21$).

PERCEIVED AUTHENTICITY

A one-way analysis of variance (ANOVA) was calculated on participants' ratings of how they perceived authenticity of the source content, and more specifically the continuity, reliability and naturalness of the content to test H1c. The hypothesis of variance homogeneity was rejected.

A one-way analysis of variance (ANOVA) was calculated on participants' ratings of how they perceived the originality of the source content to test H1c. The hypothesis of variance homogeneity was not rejected, and the analysis was statistically significant, $F(3,174) = 2.795$, $p = .042$. The Scheffé post hoc test indicated that the peer source was significantly different from the celebrity source, $p = .044$. There was no other significant difference amongst groups. Respondents found the content of celebrities less original ($M = 3.13$, $SD = 1.42$) than the content of peers ($M = 4.06$, $SD = 1.61$).

ENGAGEMENT

Two regression analyses were conducted, whereby each of the dimensions of engagement was regressed on the parasocial interactions, perceived credibility and perceived authenticity constructs to test H4.

The analysis were the first factor (accounting for cognitive and affective engagement) was the dependant variable was statistically significant $F(1, 176) = 115.826$, $p < .001$. The PSI has a positive impact on cognitive and affective dimensions ($\beta = 0.623$, $p < .001$). The analysis were the second factor (accounting for behavioural engagement) was the dependant variable was statistically significant $F(1, 176) = 80.972$, $p < .001$. The PSI has a positive impact on behavioural dimensions ($\beta = 0.543$, $p < .001$).

A one-way analysis of variance (ANOVA) was calculated on participants' ratings of their cognitive and affective engagement while watching the content to test H1f. The hypothesis of variance homogeneity was not rejected, and the analysis was statistically significant, $F(3,174) = 6.234$, $p = .000$. The Scheffé post hoc test indicated that the peer source was significantly different from the brand source, $p = .003$, from the celebrity source, $p = .007$ and from the influencer source, $p = .015$. There was no other significant difference amongst groups. Respondents rated their cognitive and affective engagement lower when interacting with brand ($M = 2.69$, $SD = 1.22$), with celebrities ($M = 2.74$, $SD = 1.46$) or with influencers ($M = 2.82$, $SD = 1.20$) than when interacting with peers ($M = 3.76$, $SD = 1.46$).

A one-way analysis of variance (ANOVA) was calculated on participants' ratings of their behavioural engagement while watching the content to test H1f. The hypothesis of variance homogeneity was not rejected, and the analysis was statistically significant, $F(3,174) = 7.427$, $p = .000$. The Scheffé post hoc test indicated that the peer source was significantly different from the brand source, $p = .011$, from the celebrity source, $p = .002$ and from the influencer source, $p = .001$. There was no other significant difference amongst groups. Respondents rated their behavioural engagement lower when interacting with brand ($M =$

2.34, *SD* = 1.28), with celebrities (*M* = 2.19, *SD* = 1.22) or with influencers (*M* = 2.14, *SD* = 1.14) than when interacting with peers (*M* = 3.28, *SD* = 1.53).

BRAND TRUST

A multiple regression analysis was conducted, whereby the brand trust was regressed on the two factors of the engagement construct to test H6b. The analysis was statistically significant $F(2, 175) = 44.008$, $p < .001$. The factor accounting for the cognitive and affective engagement has a positive impact on the brand trust ($\beta = 0.511$, $p < .001$), but the behavioural engagement has no significant impact on the brand trust ($\beta = 0.123$, $p = .140$).

A one-way analysis of variance (ANOVA) was calculated on participants' ratings of their brand trust to test H1h. The hypothesis of variance homogeneity was not rejected, and the analysis was statistically significant, $F(3,174) = 3.970$, $p = .009$. The Scheffé post hoc test indicated that the influencer source was significantly different from the brand source, $p = .089$, and from the peer source, $p = .042$. There was no other significant difference amongst groups. Respondents rated their brand trust lower when interacting with influencer (*M* = 3.47, *SD* = 1.43) than when interacting with brands (*M* = 4.22, *SD* = 1.19) or with peers (*M* = 4.33, *SD* = 1.48).

BRAND ATTITUDE

A multiple regression analysis was conducted, whereby the brand attitude was regressed on the two factors of the engagement construct to test H6a. The analysis was statistically significant $F(2, 175) = 22.495$, $p < .001$. The factor accounting for the cognitive and affective engagement has a positive impact on the brand attitude ($\beta = 0.447$, $p < .001$), but the behavioural engagement has no significant impact on the brand attitude ($\beta = -0.042$, $p = .615$).

A one-way analysis of variance (ANOVA) was calculated on participants' ratings of their brand attitude to test H1g. The hypothesis of variance homogeneity was not rejected, but the analysis was statistically not significant, $F(3,174) = 2.228$, $p = .087$.

PURCHASE INTENTIONS

A multiple regression analysis was conducted, whereby the purchase intention was regressed on brand trust and brand attitude to test H7 and H8. The analysis was statistically significant $F(2, 175) = 48.470$, $p < .001$. Both constructs have a significant impact: brand trust

has a positive impact on the purchase intentions (β = 0.386, p < .001), and brand attitude has a positive impact on the purchase intentions (β = 0.344, p < .001).

A one-way analysis of variance (ANOVA) was calculated on participants' ratings of their purchase intentions. The hypothesis of variance homogeneity was not rejected, but the analysis was statistically not significant, $F(3,174) = 1.805$, $p = .148$.

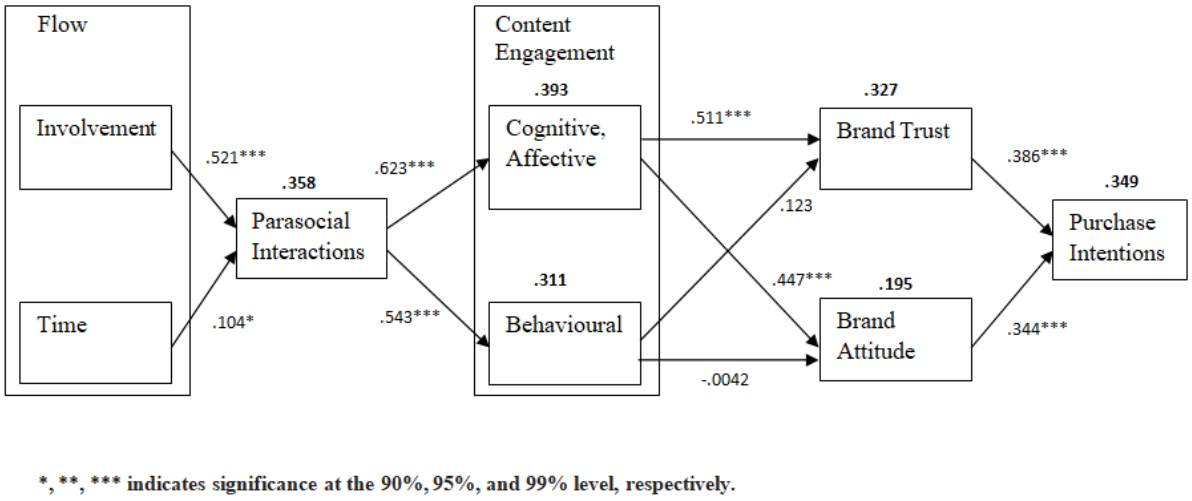


Figure 2 : linear regression results

The value of the coefficient is written near the concerned arrow, and the adjusted R-squared is written above the independent variable of each model in bold.

Mediation analysis

The mediation analysis was carried out based on the process of Baron and Kenny (1986) and explained by Caceres and Vanhamme (2003). Several conditions have to be verified using linear regressions in order to test a mediator effect of M on the relation X-Y.

- Condition 1: variable X must have a significant effect on variable Y. The aim is to regress Y on X and to show that the coefficient of X is significant.
- Condition 2: variable X must have a significant effect on variable M. The aim is to regress M on X and to show that the coefficient of X is significant.
- Condition 3: the assumed mediator variable M should significantly influence variable Y, when the influence of variable X on Y is controlled. The aim is to regress Y on X and M, and to show that the coefficient of M is significant.
- Condition 4: the significant effect of variable X on Y should disappear when the effect of M on Y is statistically controlled. The aim is to regress Y on X and M, and to show that the coefficient of X is not significant.

If all the conditions are verified, it can be said that M fully mediates the relationship between X and Y. If all the conditions are met with the exception of condition 4, partial mediation takes place, i.e. the effect of X on Y occurs both directly and indirectly. If conditions 1 and 2 are satisfied, but for conditions 3 and 4, a significant effect of X and a non significant effect of M are obtained, this means that Y and M are two independent effects of the variable X. Thus, variable M is neither a partial nor a complete mediator of the X-Y relationship (Caceres & Vanhamme, 2003).

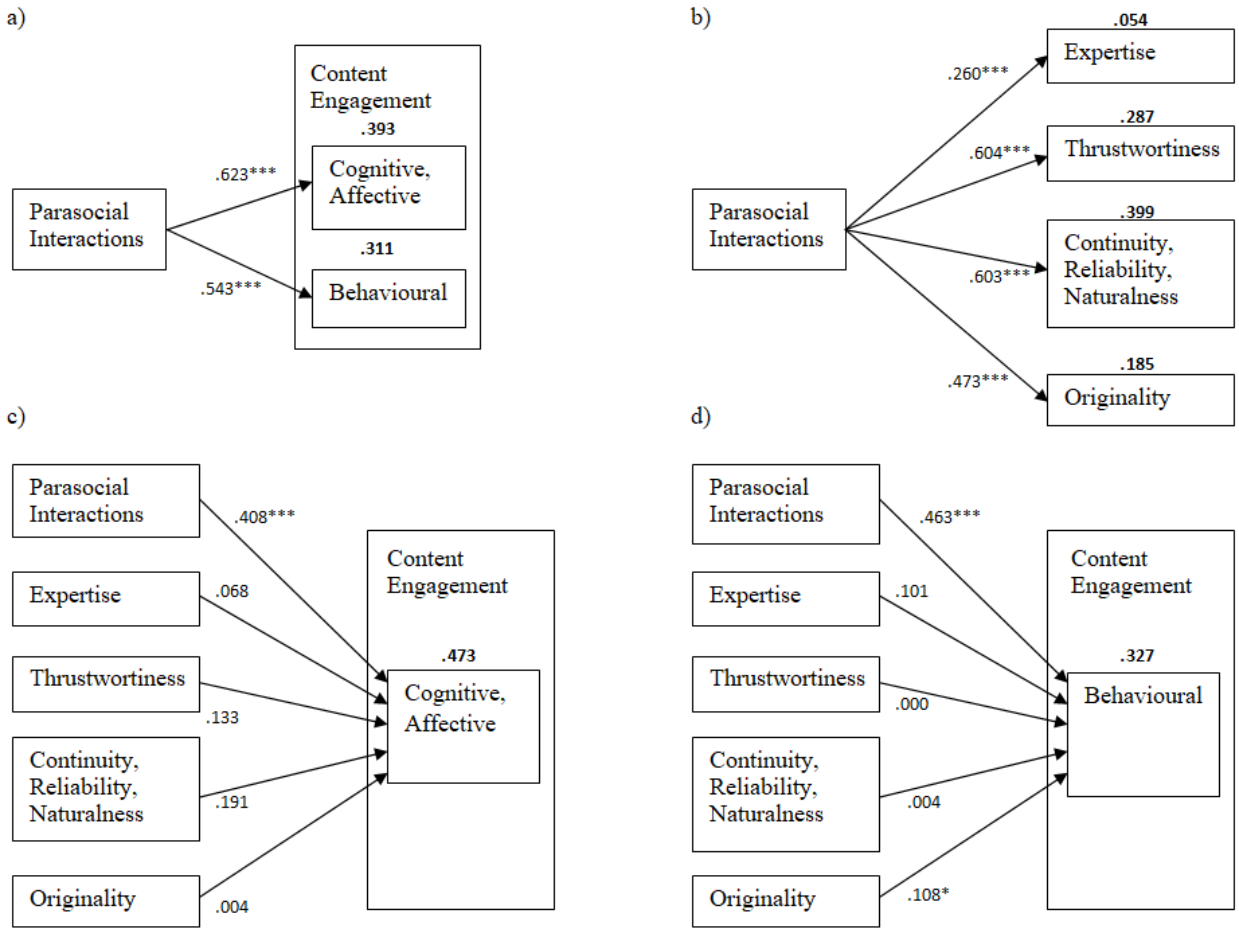
In the case of this study, X is equal to the parasocial interactions (PSI) variable, Y is equal to the content engagement (composed by the cognitive and affective dimensions on the one hand, and on the behavioural dimension on the other hand), and four different constructs have to be tested as assumed mediator variable (represented by M in the above conditions) : the expertise and trustworthiness dimensions of perceived credibility, and the continuity, reliability and naturalness on the one hand, and originality on the other hand, dimensions of perceived authenticity.

The condition 1 was tested in the main effects section, where a positive and significant impact of PSI was found on the one hand on cognitive and affective dimensions, and on the other hand on the behavioural dimensions (model a in the Figure 3). The first condition is verified for both dimensions of the engagement.

In order to verify the condition 2, four regression analyses were conducted, whereby each of the dimensions of the perceived credibility and authenticity was regressed on the parasocial interactions (model b in the Figure 3). The analysis were the trustworthiness was the dependant variable was statistically significant $F(1, 176) = 72.254$, $p < .001$. The PSI has a positive impact on the trustworthiness dimension ($\beta = 0.604$, $p < .001$). The analysis were the expertise was the dependant variable was statistically significant $F(1, 176) = 11.180$, $p = .001$. The PSI has a positive impact on the trustworthiness dimension ($\beta = 0.260$, $p = .001$). The analysis were the first factor (accounting for continuity, reliability and naturalness) was the dependant variable was statistically significant $F(1, 176) = 118.433$, $p < .001$. The PSI has a positive impact on the continuity, reliability and naturalness dimensions ($\beta = 0.604$, $p < .001$). The analysis were the second factor (accounting for originality) was the dependant variable was statistically significant $F(1, 176) = 41.227$, $p < .001$. The PSI has a positive impact on the originality dimension ($\beta = 0.473$, $p < .001$). The second condition is verified for all four dimensions.

Then, two regression analyses were conducted, whereby each of the dimensions of engagement was regressed on the parasocial interactions, perceived credibility and perceived

authenticity constructs to verify the condition 3 and 4. The analysis were the engagement (cognitive and affective) was the dependant variable (model c in the Figure 3) was statistically significant $F(5, 172) = 32.801$, $p < .001$. The PSI has a positive impact on cognitive and affective dimensions ($\beta = 0.408$, $p < .001$), but the trustworthiness ($\beta = 0.133$, $p = .189$), the expertise ($\beta = 0.068$, $p = .335$), the authenticity composed by continuity, reliability, naturalness ($\beta = 0.191$, $p = .102$) and the originality ($\beta = 0.004$, $p = .940$) have no significant impact on the cognitive and affective engagement. The analysis were the behavioural engagement was the dependant variable (model d in the Figure 3) was statistically significant $F(5, 172) = 18.177$, $p < .001$. The PSI has a positive impact on cognitive and affective dimensions ($\beta = 0.463$, $p < .001$), as well as the originality ($\beta = 0.108$, $p = .097$), but the trustworthiness ($\beta = 0.000$, $p = .999$), the expertise ($\beta = 0.101$, $p = .194$) and the authenticity composed by continuity, reliability, naturalness ($\beta = 0.004$, $p = .977$) have no significant impact on the behavioural engagement. Regarding conditions 3 and 4, the expertise, the trustworthiness, the continuity, the reliability and the naturalness have no significant effect on the engagement, whereas PSI has a significant impact. Therefore, it is possible to say that those dimensions are neither partial nor complete mediators of the relationship between PSI and the engagement. The originality and the PSI have a significant impact on the behavioural engagement. The condition 3 is verified, but the condition 4 is not verified, meaning the originality is a partial moderator of the relationship between PSI and the engagement. The effect of PSI on behavioural engagement occurs both directly and indirectly.



***, **, *** indicates significance at the 90%, 95%, and 99% level, respectively.**

Figure 3 : Linear regression results for the mediation analysis

a) Model associated with condition 1 b) Model associated with condition 2 c) Model associated with condition 3 and 4 for the cognitive and affective engagement c) Model associated with condition 3 and 4 for the behavioural engagement. The value of the coefficient is written near the concerned arrow, and the adjusted R-squared is written above the independent variable in bold.

Chapter 5: Discussion

Our findings bring important insights about the effects of ephemeral content, as well as the main role the source, either celebrity, influencer, peer or brand, displaying this content on social media could play. This study has been conducted in a context of social distancing and containment where the ephemeral content has exploded. First, as assumed, the experience regarding the ephemeral content is significantly different when peers on the one hand or when brand and celebrities on the other hand display the content. Consumers are more involved in a branded content when displayed by a peer than by the brand itself or by a celebrity. This may be partially explained by the more intimate and personal relationships the user has with peers. In their study, Phua et al. (2017) shown that users feel most involved with what's going on with other people when using Snapchat due to the synchronous and personal nature of this SNS, where users can receive immediate, personal replies from recipients. Content which is broadcasted publicly and thus which can been seen by a larger audience is said to be less personal and more asynchronous, leading people to feel less involved with what is going on in others' lives. However, consumers can more easily forget about time when watching a branded content published by a celebrity than when published by a brand. This implies that Hypothesis 1a was partially confirmed.

Regarding the parasocial interactions, it has been found that both dimensions of flow have a positive impact on PSI, with involvement being a stronger predictor than perception of time. Hypothesis 2 is then supported. This supports current literature by showing that parasocial relationships can also be studied in the social media domain as explained by (Gong and Li (2017); J. E. Lee and Watkins (2016)). This relationship is moderate by the source. Indeed, the impact is significantly different between brands on the one hand, and peers and influencers on the other hand. A difference has also been found between peers and celebrities. A higher experience of involvement or time increases the PSI, with a lower impact when the branded content is displayed by a brand than displayed by an influencer or a peer, and a lower impact when the branded content is published by a celebrity than published by a peer, which partially confirmed the Hypothesis 1b. The fact that the PSI is higher for peers was expected, as it has been explained before that a real relationship exists between the sender and the viewer.

In line with Hypothesis 4, cognitive, affective and behavioural branded content engagement are positively affected by the PSI. These findings are in line with previous results of traditional media (Labrecque, 2014). Surprisingly, no difference was found between brand,

influencers or celebrities regarding the engagement. Hypothesis 1f stating that engagement would be lower when brands provide the content is not fully supported. A higher PSI is positively related to branded content engagement, and this engagement would be significantly higher when the viewer is watching a branded content from a peer. In contrast to earlier findings by Lou et al. (2019), no significant difference was found between influencers and brands. As these authors explained, brand promoted content are more easily recognized, which negatively affect consumers' engagement. Additionally, for a question of transparency, endorsers should report with a special mention that their content is sponsored, making the brand promoted content more recognizable (CB News. 2019). Consumers would then prefer watching a branded content which is not brand promoted, meaning the interest of the author of the content is not financial, which is linked with the explanation given by a recent study (Shareef et al., 2019), estating that consumers usually do not feel any irritation while developing opinions on the advertising value by peers as they do not have any commercial or formal stakes in product endorsement. This may then explain why the engagement is higher for peers branded content. In contrast, in the same study, it has been shown that users perceived irritation from both marketers' and endorsers' promotional campaign. These two sources are considered as formal sources, and "receiving a product message from a formal source in their social network is not entertaining for consumers in a way that will encourage them to develop a positive attitude towards the advertisement" (Shareef et al., 2019, p. 65). The authors concluded that viral marketing displayed by marketers or endorsers may not be very persuasive in comparison with content displayed by a peer. The fact that no difference was found between brands and influencers may be due to the fact that, as in the previously cited study, when the peer source is also taken into account, brands and influencers are rather similar than dissimilar.

Interestingly, only cognitive and affective engagement have in turn an impact on consumer attitude toward the brand. Hypothesis 6a is therefore partially confirmed. The results do not fully corroborate the findings of Coursaris et al. (2016). This could be partially explained by the fact that the behavioural engagement measurement may not correctly reflects the construct, as all items related to the endorsing sub-dimension had to be removed in order to have an effective measurement. A higher cognitive or affective engagement leads to a better attitude toward the brand. In addition, the type of source has no significant impact on the consumer attitude toward the brand. Hypothesis 1g was confirmed. This is consistent with the results of Schouten et al. (2020), where no difference between influencers and celebrities regarding product attitude is shown.

Similarly with the attitude construct, only cognitive and affective engagement have an impact on trust toward the brand. Hypothesis 6b is then partially confirmed. Surprisingly, this relationship is additionally moderate by the type of source: there exists a significant difference between brand and peers on the one hand and influencers on the other hand. A higher cognitive or affective engagement leads to a higher trust toward the brand, and this impact is greater when the content is displayed by a brand or a peer than when it is published by influencers. Hypothesis 1h was then not supported. Interestingly, the differences found between groups are relatively similar to those found for the construct of perceived credibility. It would then be worth to investigate a possible relationship between perceived credibility of the source and brand trust, in a similar way than the study of Wu and Wang (2011) where the perceived credibility of the online message source has an impact on the brand trust.

As a final outcome, it has been found that higher attitude and trust toward the brand lead to higher purchase intentions, supporting Hypothesis 7 and 8. This confirms previous findings in the literature (Coursaris et al. (2016); Le Roux and Maree (2016); Lou and Yuan (2019); Spears and Singh (2004)). No difference of purchase intentions amongst the four groups was found.

Regarding the mediation analysis, it has been found that PSI had an impact on each of the dimensions of perceived authenticity and credibility. However, when each factor of engagement was regressed on PSI, the two dimensions of perceived authenticity and the two dimensions of perceived credibility, except for the PSI, none of them has a significant impact on cognitive and affective engagement, and only originality has a significant impact on the behavioural engagement. It is then possible to conclude that there is no mediation between the PSI and the cognitive and affective engagement, and only originality plays a mediation role between the PSI and the behavioural engagement. Hypothesis 5a was therefore not supported, and Hypothesis 5b was supported only for the originality. Those results are consistent with previous results (Men and Tsai (2013); Tsai and Men (2013); Yang, Kang, and Johnson (2010)), where perceived credibility was found to not be a significant predictor of consumer engagement. However, and to complete the investigations of Ashley and Tuten (2015) about an impact of creative strategies in social media marketing and consumer engagement, it would be worth to investigate further the potential link between the originality of the content and the customer engagement, and especially behavioural engagement.

Interestingly however, the type of source plays an important moderator role regarding the perceived authenticity and credibility. It was observed that content was considered as more original when published by peers than when displayed by celebrities, but no difference

was significant regarding the brand and others groups, not supporting H1c. Additionally, regarding the credibility, peers' content was considered as more trustworthy than the one displayed by celebrities or influencers, partially supporting H1e. This is in complete agreement with findings of Cooley and Parks-Yancy (2019), which stated that Peers were more trusted referrals in comparison with celebrities or influencers. Brands were considered as more expert than influencers, celebrities and peers, supporting H1e. However, no significant difference regarding the perceived authenticity or credibility was found between influencers and celebrities, what is in contradiction with statement of Pöyry et al. (2019). Those results reflect the ideas put forwards in the Financial Times. The article (Financial Times, 2020) points out that "Just as coronavirus has led most of us to re-examine our values, it's also made us question whom we idolise, and why". This, combined with several mis-steps by individuals has strongly impacted the influencing industry, by creating a backlash against the endorsers. This negative reaction was not only directed at influencers, but also at celebrities, showing that the separation between the two is becoming increasingly blurred. Influencers, at first favoured by their "anti-expert thinking" side, are now sometimes perceived as vacuous, proposing an annoying content seen as "a formula to copy, rather than a stimulus for individuality".

Chapter 6: Conclusion

Ephemeral content in social media is a relatively new phenomenon and its usage to display branded content has received little attention in the literature (Bayer et al., 2016). The current work explores its direct impact on parasocial interactions, perceived credibility and authenticity of the source, and its indirect impact on brand related constructs namely trust toward the brand, attitude toward the brand and purchase intentions. An experimentation was run to test for differences amongst four different sources displaying the content, namely a brand, an influencer, a celebrity or a peer. This study was conducted during the lockdown period related to the Corona Virus pandemic. Many European countries have established certain health measures, such as social distancing and community containment. The lockdown has had an impact on the use of social networks which has increased (The Next Web, 2020), whether as users to obtain information, check in on relatives or for entertainment, or as marketers, to stay in touch with consumers. The ephemeral content, either displayed as Stories or as live videos, has been more consumed by people during the crisis (Business Insider France, 2020), and thus has been a primordial way for marketers to reach customers and connect with them. Therefore, this study offers a number of managerial and theoretical implications.

6.1 Managerial implications

Currently considered as part of the main trends of social media marketing, the ephemeral content is not well understood by marketers, and guidelines to use it in effective marketing strategies are still missing. More generally, the content marketing, that means the creation and the sharing of relevant online materials to stimulate an interest to the customers, is not really understood by marketers. Although 91% of them is using this type of marketing (Content Marketing Institute, 2018), only 30% of them thinks their own content strategy is effective (OmnicoreAgency, 2019). These questionings about content marketing have become even more pronounced during the COVID-19 crisis, while social media was the primordial way to communicate with consumers. Given the incredible number of stories and live videos consumed on different platforms (Business Insider France, 2020), some brands have slowly adopted this new way of delivering content. But with the crisis representing a context never experienced before, a high number of marketers are confused and are not sure about the things to do (or not) (MarTechAdvisor, 2020).

The current research aims therefore to help marketers by providing guidelines for employing marketing strategies via ephemeral content in social media to increase key marketing concepts. Providing involving content is a first step in providing a better consumer online experience, which in turn enable them to build friendly relationship with the provider of the branded content on ephemeral features. Ephemeral content is already more involving by nature, but several message cues can add interactivity. As explained by Labrecque (2014), in addition to creating eye contact and addressing the viewer visually and verbally, this feeling can be achieved by answering to messages sent by the audience (which is made easier by proposed features on social media, as the question sticker from Instagram), by reacting rather frequently. In order to increase PSI, marketers should also consider providing information about for example the "backstage", what is happening behind the scene. Indeed, revealing information create a feeling of intimacy (Horton & Richard Wohl, 1956), what makes easier for consumers to build parasocial relationship. This should become a real goal for marketers, as PSI has a real impact on the engagement, either cognitive, affective or behavioural. Providing a content perceived as original is also a good strategy to put in place, as the results show that perceived originality impacts behavioural engagement. This means displaying a content which is creative, innovative, and which distinguishes itself from other content presented on social media. In addition to the content, Stories for example can be improved through different features proposed on social media, such as stickers, a possibility to add music, to write or paint on the content, etc.. In turn, the engagement on this branded content (cognitive or affective) has a positive impact on trust and attitude toward the brand, which will then impact positively the purchase intentions.

This study sheds light on the impact different content providers can have on the previous cited constructs. First, results show that a branded content provided by a peer of a consumer gives a higher involvement in the content (in comparison with celebrities and brand), a higher PSI (in comparison with celebrities and brand), a higher engagement (in comparison with the three other groups) and a higher trust toward the brand (in comparison with influencers). The originality and the trustworthiness would then be more impactful than the number of followers. It would then be really worth to consider working with non-famous people by proposing a free-willing participation in the marketing strategies. The absence of financial interest seems to have a key role in the engagement process, as explain in Shareef et al. (2019). Additionally, there is no evidence of existing differences in impact between a branded content provided by influencers or by celebrities. Except for the experience of time, none of these two group generate a higher impact regarding the previously cited construct in

comparison with the two others groups. Regarding the content displayed by the brand itself, it seems that even if the PSI is the lowest, brands are considered as the most expert, and provide a higher brand trust than influencers. Brands should therefore not rely solely on influence marketing, but continue to offer content on their own channels, while trying to improve the content.

6.2 Theoretical implications

From a theoretical point of view, this study significantly contributes to a better understanding of branded ephemeral content on social media and the identification of its direct and indirect outcomes, as recommended by several authors (Pöyry et al. (2019); Sokolova and Kefi (2020); Dessart (2017)). Specifically, the findings identify critical factors enhanced by ephemeral content that strengthen the purchase intentions. It was found that ephemeral content impacts the creation of parasocial relationship, which in turn has an impact on engagement. This relation is also mediated by perceived originality, a factor of the perceived authenticity of the source. Finally, this cognitive and affective engagement enhances the attitude and trust toward the brand, what leads to higher purchase intentions. This is entirely consistent with suggestion of Dessart (2017) to study engagement in an ephemeral content environment. Further, this article extends the generalisability of past studies focusing on engagement (Brodie et al. (2013); Reitz (2012); Dessart et al. (2015); Dessart et al. (2016)), and brand attitude (Brakus et al. (2009); Biedenbach and Marell (2010)) by studying them in a context of ephemeral content. This study also provides empirical results, responding to the lack of empirical studies in the area of brand trust (Delgado-Ballester & Munuera-Alemán, 2005). The study also tested the moderating role of the type of source on the developed model, answering the call for research on divers type of endorsers (Voorveld, 2019, p. 21).

The actual context of social distancing due to the COVID-pandemic brings a unique particularity to the study. **“**The Coronavirus is impacting consumer mobility, shifts in media consumption habits, supply chains, such as shortages of and concerns over goods manufactured in China and economic volatility” (Forbes, 2020). The marketing field is, like everyone else, also affected, and must face unprecedented challenges triggered by the coronavirus pandemic in a context of uncertainty. When asked what the challenges for marketers would be in the near future, Paige O’Neill ,Chief Marketing Officer at Sitecore, answered that *“*marketers have been in the midst of a growing content crunch, dealing with

how to effectively create and manage content while engaging consumers across disparate channels. All this while having to balance a demand for even more content with growing expectations from consumers for brand engagements that cater to their interests" (The Marketing Journal, 2020). In this situation, it is therefore advisable for marketers to prepare their next marketing actions judiciously. Changing nothing and not adapting the way they communicate can be frowned upon and therefore very risky for brands. (Time, 2020). Kathy Bachmann, GM of Americas with the consultancy Analytic Partners Inc., explains that "In a crisis, it is necessary to ask: What advertising messaging is appropriate and how do you most effectively engage with customers during the outbreak? How can you leverage analytics to understand and meet their needs? It's crucial for organizations to pay attention to how this situation is altering the landscape and plan scenarios accordingly, rather than wait and hope that no changes are necessary" (Forbes, 2020). This study provides elements of answer to these questions and provides a better understanding of this pandemic context.

6.3 Limitations and future research

A number of potential limitations need to be considered. First of all, this study was conducted with a small sample size of young adults with a majority of women. Future research using a larger sample with wider age ranges and with more male respondents would increase the generalizability of the findings. Second, cross-cultural studies can offer insights regarding how users behave differently under the influences of culture (Goodrich and De Mooij (2014); Pew Research Center (2020)). Indeed, the majority of the respondents of this study were Belgian or French residents. Recruiting participants from different countries could increase the understanding of the ephemeral content phenomenon. Third, as said before, social media is a very fast evolving domain. The focus of this study was primarily put on the stories, but other forms of ephemeral content can be considered as live stream videos. Further studies are encouraged to evaluate the differences between various types of ephemeral content across platforms.

This research has given rise to several implications for further research. First, this study took place in a context of the COVID-19 pandemic, where community containment and social distancing were the norm in the majority of European countries. This context had have an impact on the behaviour of people, and the post-pandemic world will be certainly different, where digital connection will take a lot of importance. It is recommended that further research should be undertaken after the COVID-19 crisis to deepen the knowledge acquired on the subject of branded ephemeral content. Then, it would be interesting to further examine a

possible link between perceived authenticity and engagement, and more specifically focusing on originality. Furthermore, it would be worth testing whether the perceived credibility has a significant impact on trust toward the brand. Future studies should aim at including the product-endorser fit as another variable of interest in the model, which can lead to high purchase intentions as explain in Schouten et al. (2020). Finally, future work should concentrate on enhancing the comprehension of the ephemeral content by studying the effect of different types of ephemeral content, for example transformational (requiring the psychological characteristics of the audience) Vs. Informational (processed rationally) (Ashley and Tuten (2015); Coursaris et al. (2016)). Indeed, it has already been shown that different types of content can impact differently the level of engagement (Ashley & Tuten, 2015), but the current study did not take into account such differences in content. Future studies in this domain are thus recommended.

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Appendices

Appendix A: Online questionnaire (exemple with the celebrity questionnaire)

Dear respondent,

As a student at the University of Namur, and as part of my master thesis, I am conducting a study on social media users and, more specifically, on the ephemeral content. Therefore, I would like to gather information about your experience as a user. I invite you to complete the following questionnaire.

Please note that there are no right or wrong answers. It is simply a question of answering honestly on the basis of your daily use.

Thank you for your participation.

Among these applications, which one(s) do you use?

0 Facebook
0 Instagram
0 Snapchat
0 None of these applications

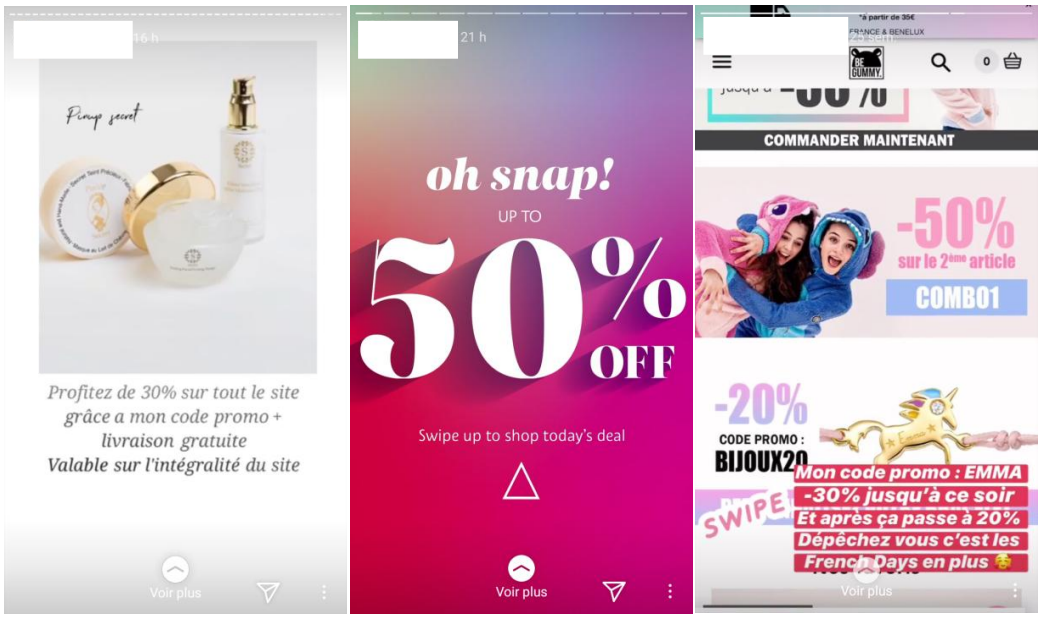
From who are you used to watch Stories (ephemeral content on Snapchat, Instagram and/or Facebook)?

0 From my friends
0 From celebrities*
0 From influencers**
0 From brands
0 I do not watch Stories

* A celebrity is a public figure known by his or her profession (cinema, television, music, sport, theatre, literature, etc.). For exemple, Angèle, Kev adams, David Guetta, Marion Cotillard ou Eden Hazard are celebrities.
** An influencer is a person who is known and who lives thanks to social media. For exemple, Squeezie, Enjoyphoenix, Tibo InShape ou EmmaCakeCup are influencers.

The rest of this questionnaire concerns ephemeral branded content. To help you answering it, I would like you to remember the last time you viewed content published via Stories (Snapchat, Facebook or Instagram) highlighting a product/service. Furthermore, this content must have been published by a celebrity. Keep this experience in mind when answering the next questions.

The following are examples of ephemeral content:



After viewing ephemeral content published by a celebrity, please evaluate the following statements:

	Strongly disagree			Neutral			Strongly agree
I feel involved with the content	O	O	O	O	O	O	O
I get immersed by the social media Stories	O	O	O	O	O	O	O
I feel "carried away" by the social media Stories	O	O	O	O	O	O	O
I feel as if I were part of the social media Stories	O	O	O	O	O	O	O
I forget time when I view the social media Stories	O	O	O	O	O	O	O
When I view the social media Stories, I forget about time	O	O	O	O	O	O	O
When I view the social media Stories, I lose track of time	O	O	O	O	O	O	O

After viewing ephemeral content published by a celebrity, please evaluate the following statements:

	Strongly disagree			Neutral			Strongly agree
I think Stories by the celebrity are consistent over time.	O	O	O	O	O	O	O
I think the celebrity stays true to itself.	O	O	O	O	O	O	O
Stories by the celebrity offer continuity.	O	O	O	O	O	O	O
Stories by the celebrity have a clear concept that they pursue.	O	O	O	O	O	O	O
Stories by the celebrity are different from other stories on social media.	O	O	O	O	O	O	O
Stories by the celebrity stand out from other stories on social media.	O	O	O	O	O	O	O
I think Stories by the celebrity are unique.	O	O	O	O	O	O	O
Stories by the celebrity clearly distinguish themselves from other stories on social media.	O	O	O	O	O	O	O
My experience of Stories by the celebrity has shown me that it keeps its promises.	O	O	O	O	O	O	O
Stories by the celebrity deliver what they promise.	O	O	O	O	O	O	O
Stories' promises of the celebrity are credible	O	O	O	O	O	O	O

Stories by the celebrity make reliable promises.	O	O	O	O	O	O	O
Stories by the celebrity do not seem artificial.	O	O	O	O	O	O	O
Stories by the celebrity make a genuine impression.	O	O	O	O	O	O	O
Stories by the celebrity give the impression of being natural.	O	O	O	O	O	O	O

I think Stories of the celebrity are ...

	Strongly disagree			Neutral			Strongly agree
Dependable	O	O	O	O	O	O	O
Honest	O	O	O	O	O	O	O
Reliable	O	O	O	O	O	O	O
Sincere	O	O	O	O	O	O	O
Trustworthy	O	O	O	O	O	O	O

I think the celebrity is …

	Strongly disagree			Neutral			Strongly agree
Expert	O	O	O	O	O	O	O
Experienced	O	O	O	O	O	O	O
Knowledgeable	O	O	O	O	O	O	O
Qualified	O	O	O	O	O	O	O
Skilled	O	O	O	O	O	O	O

After viewing ephemeral content published by a celebrity, please evaluate the following statements:

	Strongly disagree			Neutral			Strongly agree
The celebrity makes me feel comfortable, as if I am with a friend.	O	O	O	O	O	O	O
When I interact with the celebrity, I feel included.	O	O	O	O	O	O	O
I can relate to the celebrity.	O	O	O	O	O	O	O
I like hearing what the celebrity has to say.	O	O	O	O	O	O	O
I care about what happens to the celebrity.	O	O	O	O	O	O	O
I hope the celebrity can achieve its goals.	O	O	O	O	O	O	O

After viewing ephemeral content published by a celebrity, please evaluate the following statements:

	Strongly disagree			Neutral			Strongly agree
I feel enthusiastic about the branded stories.	O	O	O	O	O	O	O
I am interested in anything about the branded stories.	O	O	O	O	O	O	O
I find the branded stories interesting.	O	O	O	O	O	O	O
When interacting with the branded stories, I feel	O	O	O	O	O	O	O

happy.							
I get pleasure from interacting with the branded stories.	O	O	O	O	O	O	O
Interacting with the branded stories is like a treat for me.	O	O	O	O	O	O	O
I spend a lot of time thinking about the branded stories.	O	O	O	O	O	O	O
I make time to think about the branded stories.	O	O	O	O	O	O	O
When interacting with the branded stories, I forget everything else around me.	O	O	O	O	O	O	O
Times flies when I am interacting with the branded stories.	O	O	O	O	O	O	O
When I am interacting with the branded stories, I get carried away.	O	O	O	O	O	O	O
When interacting with the branded stories, it is difficult to detach myself.	O	O	O	O	O	O	O
I share my ideas with the celebrity.	O	O	O	O	O	O	O
I share interesting content with the celebrity.	O	O	O	O	O	O	O
I help the celebrity.	O	O	O	O	O	O	O
I ask the celebrity questions.	O	O	O	O	O	O	O
I seek ideas or information from the celebrity.	O	O	O	O	O	O	O
I seek help from the celebrity.	O	O	O	O	O	O	O
I promote the branded stories.	O	O	O	O	O	O	O
I try to get other interested in the branded stories.	O	O	O	O	O	O	O
I actively defend the branded stories from its critics.	O	O	O	O	O	O	O
I say positive things about the branded stories to other people.	O	O	O	O	O	O	O

After viewing ephemeral content published by a celebrity regarding a brand product/service, please evaluate the following statements regarding the brand:

	Strongly disagree			Neutral			Strongly agree
I trust this brand	O	O	O	O	O	O	O
I rely on this brand	O	O	O	O	O	O	O
This is an honest brand	O	O	O	O	O	O	O
This brand is safe	O	O	O	O	O	O	O

I find the brand

Unappealing	O	O	O	O	O	O	O	Appealing
Bad	O	O	O	O	O	O	O	Good
Unpleasant	O	O	O	O	O	O	O	Pleasant
Unfavorable	O	O	O	O	O	O	O	Favorable
Unlikable	O	O	O	O	O	O	O	Likable

About the brand …

I definitely do not intend to buy	O	O	O	O	O	O	O	I definitely intend to buy
I have very low purchase interest	O	O	O	O	O	O	O	I have very high purchase interest
I will definitely not buy it	O	O	O	O	O	O	O	I will definitely buy it

I will probably not buy it	**O**	**O**	**O**	**O**	**O**	**O**	**O**	I will probably buy it

---

How old are you ?

0 Between 12 and 18 years old
0 Between 19 and 34 years old
0 Between 35 and 45 years old
0 Between e 45 and 55 years old
0 Between 55 and 65 years old
0 More than 65 years old

You are :
0 A man
0 A woman

How often do you use the application(s) you mentioned at the beginning of the questionnaire?
0 More than once a day
0 Once a day
0 Less than once a day but more than once a week
0 Once a week
0 Less than once a week but more than once a month
0 Less than once a month

What product/service did you think of?

What celebrity did you think of?

Appendix B: main SPSS outputs for the reliability and validity tests

Analyse factorielle : Flow construct

Indice KMO et test de Bartlett

Indice de Kaiser-Meyer-Olkin pour la mesure de la qualité d'échantillonnage.		,779
Test de sphéricité de Bartlett	Khi-carré approx.	569,271
	ddl	10
	Signification	,000

Qualités de représentation

	Initiales	Extraction
I feel involved with the content	1,000	,849
I feel as if I were part of the social media Stories	1,000	,812
I forget time when I view the social media Stories	1,000	,858
When I view the social media Stories, I forget about time	1,000	,893
When I view the social media Stories, I lose track of time	1,000	,882

Méthode d'extraction : Analyse en composantes principales.

Rotation de la matrice des composantes[a]

	Composante 1	Composante 2
I feel involved with the content		,909
I feel as if I were part of the social media Stories		,853
I forget time when I view the social media Stories	,895	
When I view the social media Stories, I forget about time	,916	
When I view the social media Stories, I lose track of time	,920	

Méthode d'extraction : Analyse en composantes principales.
Méthode de rotation : Varimax avec normalisation Kaiser.[a]
a. Convergence de la rotation dans 3 itérations.

Echelle : Flow_Involvement

Statistiques de fiabilité

Alpha de Cronbach	Nombre d'éléments
,788	2

Statistiques de total des éléments

	Moyenne de l'échelle en cas de suppression d'un élément	Variance de l'échelle en cas de suppression d'un élément	Corrélation complète des éléments corrigés	Alpha de Cronbach en cas de suppression de l'élément
I feel involved with the content	2,78	2,593	,650	.
I feel as if I were part of the social media Stories	3,54	2,442	,650	.

Echelle : Flow_Time

Statistiques de fiabilité

Alpha de Cronbach	Nombre d'éléments
,930	3

Statistiques de total des éléments

	Moyenne de l'échelle en cas de suppression d'un élément	Variance de l'échelle en cas de suppression d'un élément	Corrélation complète des éléments corrigés	Alpha de Cronbach en cas de suppression de l'élément
I forget time when I view the social media Stories	8,34	14,001	,838	,914
When I view the social media Stories, I forget about time	8,60	13,078	,875	,884
When I view the social media Stories, I lose track of time	8,52	13,358	,858	,898

Analyse factorielle : Perceived Credibility Construct

Indice KMO et test de Bartlett

Indice de Kaiser-Meyer-Olkin pour la mesure de la qualité d'échantillonnage.		,909
Test de sphéricité de Bartlett	Khi-carré approx.	1403,344
	ddl	28
	Signification	,000

Qualités de représentation

	Initiales	Extraction
I think Promotional Stories by S are dependable	1,000	,818
I think Promotional Stories by S are honest	1,000	,884
I think Promotional Stories by S are sincere	1,000	,877
I think Promotional Stories by S are trustworthy	1,000	,888
I think S is expert	1,000	,829
I think S is experienced	1,000	,831
I think S is qualified	1,000	,856
I think S is skilled	1,000	,841

Méthode d'extraction : Analyse en composantes principales.

Rotation de la matrice des composantes[a]

	Composante 1	2
I think Promotional Stories by S are dependable	,818	,386
I think Promotional Stories by S are honest	,893	
I think Promotional Stories by S are sincere	,901	
I think Promotional Stories by S are trustworthy	,869	,364
I think S is expert		,871
I think S is experienced	,332	,849
I think S is qualified	,309	,872
I think S is skilled	,352	,847

Méthode d'extraction : Analyse en composantes principales.
Méthode de rotation : Varimax avec normalisation Kaiser.[a]
a. Convergence de la rotation dans 3 itérations.

Echelle : Cred_Trust

Statistiques de fiabilité

Alpha de Cronbach	Nombre d'éléments
,947	4

Statistiques de total des éléments

	Moyenne de l'échelle en cas de suppression d'un élément	Variance de l'échelle en cas de suppression d'un élément	Corrélation complète des éléments corrigés	Alpha de Cronbach en cas de suppression de l'élément
I think Promotional Stories by S are dependable	11,89	23,761	,835	,942
I think Promotional Stories by S are honest	11,89	22,672	,888	,926
I think Promotional Stories by S are sincere	11,99	22,672	,873	,931
I think Promotional Stories by S are trustworthy	11,94	22,702	,895	,924

Echelle : Cred_Exp

Statistiques de fiabilité

Alpha de Cronbach	Nombre d'éléments
,936	4

Statistiques de total des éléments

	Moyenne de l'échelle en cas de suppression d'un élément	Variance de l'échelle en cas de suppression d'un élément	Corrélation complète des éléments corrigés	Alpha de Cronbach en cas de suppression de l'élément
I think S is expert	11,52	20,839	,833	,921
I think S is experienced	10,85	20,864	,843	,918
I think S is qualified	11,08	20,638	,863	,911
I think S is skilled	10,75	20,563	,853	,914

Analyse factorielle : Perceived Authenticity Construct

Indice KMO et test de Bartlett

Indice de Kaiser-Meyer-Olkin pour la mesure de la qualité d'échantillonnage.		,892
Test de sphéricité de Bartlett	Khi-carré approx.	1217,509
	ddl	55
	Signification	,000

Qualités de représentation

	Initiales	Extraction
I think Stories by S are consistent over time.	1,000	,590
I think S stays true to itself.	1,000	,635
Stories by S are different from other stories on social media.	1,000	,781
Stories by S stand out from other stories on social media.	1,000	,741
Stories by S clearly distinguish themselves from other stories on social media.	1,000	,748
My experience of Stories by S has shown me that it keeps its promises.	1,000	,717
Stories by S deliver what they promise.	1,000	,691
Stories by S ‘s promises are credible	1,000	,704
Stories by S make reliable promises.	1,000	,727
Stories by S do not seem artificial.	1,000	,574
Stories by S give the impression of being natural.	1,000	,641

Méthode d'extraction : Analyse en composantes principales.

Rotation de la matrice des composantes[a]

Composante	
1	2

I think Stories by S are consistent over time.	,731	
I think S stays true to itself.	,784	
Stories by S are different from other stories on social media.		,869
Stories by S stand out from other stories on social media.		,811
Stories by S clearly distinguish themselves from other stories on social media.		,859
My experience of Stories by S has shown me that it keeps its promises.	,841	
Stories by S deliver what they promise.	,826	
Stories by S ‘s promises are credible	,828	
Stories by S make reliable promises.	,836	
Stories by S do not seem artificial.	,699	
Stories by S give the impression of being natural.	,739	,308

Méthode d'extraction : Analyse en composantes principales.
Méthode de rotation : Varimax avec normalisation Kaiser.[a]
a. Convergence de la rotation dans 3 itérations.

Echelle : Auth_1

Statistiques de fiabilité

Alpha de Cronbach	Nombre d'éléments
,922	8

Statistiques de total des éléments

	Moyenne de l'échelle en cas de suppression d'un élément	Variance de l'échelle en cas de suppression d'un élément	Corrélation complète des éléments corrigés	Alpha de Cronbach en cas de suppression de l'élément
I think Stories by S are consistent over time.	27,29	91,663	,693	,915
I think S stays true to itself.	27,38	88,633	,730	,912
My experience of Stories by S has shown me that it keeps its promises.	27,81	90,833	,766	,910
Stories by S deliver what they promise.	27,64	92,254	,753	,911
Stories by S ‘s promises are credible	27,76	88,342	,775	,908
Stories by S make reliable promises.	27,89	89,569	,783	,908
Stories by S do not seem artificial.	28,08	88,213	,689	,916
Stories by S give the impression of being natural.	28,11	86,243	,739	,912

Echelle : Auth_2

Statistiques de fiabilité

Alpha de Cronbach	Nombre d'éléments
,839	3

Statistiques de total des éléments

	Moyenne de l'échelle en cas de suppression d'un élément	Variance de l'échelle en cas de suppression d'un élément	Corrélation complète des éléments corrigés	Alpha de Cronbach en cas de suppression de l'élément
Stories by S are different from other stories on social media.	7,24	10,229	,729	,750
Stories by S stand out from other stories on social media.	7,37	10,244	,691	,786
Stories by S clearly distinguish themselves from other stories on social media.	7,15	10,080	,686	,792

Analyse factorielle : Parasocial Interactions Construct

Indice KMO et test de Bartlett

Indice de Kaiser-Meyer-Olkin pour la mesure de la qualité d'échantillonnage.		,872
Test de sphéricité de Bartlett	Khi-carré approx.	414,246
	ddl	10
	Signification	,000

Qualités de représentation

	Initiales	Extraction
S makes me feel comfortable, as if I am with a friend.	1,000	,672
When I interact with S, I feel included.	1,000	,691
I can relate to S.	1,000	,687
I like hearing what S has to say.	1,000	,655
I care about what happens to S.	1,000	,643

Méthode d'extraction : Analyse en composantes principales.

Matrice des composantes[a]

	Composante 1
S makes me feel comfortable, as if I am with a friend.	,820
When I interact with S, I feel included.	,831
I can relate to S.	,829
I like hearing what S has to say.	,809
I care about what happens to S.	,802

Méthode d'extraction : Analyse en composantes principales.[a]
a. 1 composantes extraites.

Echelle : PSI

Statistiques de fiabilité

Alpha de Cronbach	Nombre d'éléments
,875	5

Statistiques de total des éléments

	Moyenne de l'échelle en cas de suppression d'un élément	Variance de l'échelle en cas de suppression d'un élément	Corrélation complète des éléments corrigés	Alpha de Cronbach en cas de suppression de l'élément
S makes me feel comfortable, as if I am with a friend.	16,35	31,765	,706	,848
When I interact with S, I feel included.	16,63	34,188	,724	,845
I can relate to S.	16,63	32,617	,719	,845
I like hearing what S has to say.	15,92	33,840	,696	,850

I care about what happens to S.	16,44	32,339	,684	,854

Analyse factorielle : Engagement Construct

Indice KMO et test de Bartlett

Indice de Kaiser-Meyer-Olkin pour la mesure de la qualité d'échantillonnage.		,934
Test de sphéricité de Bartlett	Khi-carré approx.	1574,886
	ddl	91
	Signification	,000

Qualités de représentation

	Initiales	Extraction
I feel enthusiastic about B.	1,000	,733
I am interested in anything about B.	1,000	,668
I find B interesting.	1,000	,546
I get pleasure from interacting with B.	1,000	,625
I spend a lot of time thinking about B.	1,000	,567
When interacting with B, I forget everything else around me.	1,000	,655
Times flies when I am interacting with B.	1,000	,625
When I am interacting with B, I get carried away.	1,000	,703
When interacting with B, it is difficult to detach myself.	1,000	,632
I share my ideas with S.	1,000	,741
I share interesting content with S.	1,000	,684
I help S.	1,000	,650
I ask S questions.	1,000	,659
I seek help from S.	1,000	,630

Méthode d'extraction : Analyse en composantes principales.

Rotation de la matrice des composantes[a]

	Composante 1	Composante 2
I feel enthusiastic about B.	,768	,378
I am interested in anything about B.	,806	
I find B interesting.	,708	
I get pleasure from interacting with B.	,687	,391
I spend a lot of time thinking about B.	,644	,391
When interacting with B, I forget everything else around me.	,784	
Times flies when I am interacting with B.	,730	,303
When I am interacting with B, I get carried away.	,795	
When interacting with B, it is difficult to detach myself.	,728	,319
I share my ideas with S.	,303	,806
I share interesting content with S.		,779
I help S.		,761
I ask S questions.		,781
I seek help from S.		,747

Méthode d'extraction : Analyse en composantes principales.
Méthode de rotation : Varimax avec normalisation Kaiser.[a]
a. Convergence de la rotation dans 3 itérations.

Echelle : Engagement_1

Statistiques de fiabilité

Alpha de Cronbach	Nombre d'éléments
,926	9

Statistiques de total des éléments

	Moyenne de l'échelle en cas de suppression d'un élément	Variance de l'échelle en cas de suppression d'un élément	Corrélation complète des éléments corrigés	Alpha de Cronbach en cas de suppression de l'élément
I feel enthusiastic about B.	23,66	122,080	,808	,913
I am interested in anything about B.	23,78	125,497	,731	,918
I find B interesting.	22,97	128,202	,661	,923
I get pleasure from interacting with B.	24,07	125,910	,726	,918
I spend a lot of time thinking about B.	24,61	129,482	,683	,921
When interacting with B, I forget everything else around me.	24,36	126,017	,740	,917
Times flies when I am interacting with B.	23,81	125,078	,729	,918
When I am interacting with B, I get carried away.	24,04	124,970	,780	,915
When interacting with B, it is difficult to detach myself.	24,38	127,978	,733	,918

Echelle : Engagement_2

Statistiques de fiabilité

Alpha de Cronbach	Nombre d'éléments
,840	4

Statistiques de total des éléments

	Moyenne de l'échelle en cas de suppression d'un élément	Variance de l'échelle en cas de suppression d'un élément	Corrélation complète des éléments corrigés	Alpha de Cronbach en cas de suppression de l'élément
I share interesting content with S.	7,48	17,562	,686	,791
I help S.	7,41	18,390	,666	,801
I ask S questions.	7,38	16,473	,687	,792
I seek help from S.	7,47	18,341	,657	,804

Analyse factorielle : Trust Construct

Indice KMO et test de Bartlett

Indice de Kaiser-Meyer-Olkin pour la mesure de la qualité d'échantillonnage.		,817
Test de sphéricité de Bartlett	Khi-carré approx.	701,318
	ddl	6
	Signification	,000

Qualités de représentation

	Initiales	Extraction
I trust this brand	1,000	,860
I rely on this brand	1,000	,862
This is an honest brand	1,000	,868
This brand is safe	1,000	,838

Méthode d'extraction : Analyse en composantes principales.

Matrice des composantes[a]

	Composante 1
I trust this brand	,928
I rely on this brand	,929
This is an honest brand	,932

This brand is safe	,916

Méthode d'extraction : Analyse en composantes principales.[a]
a. 1 composantes extraites.

Echelle : Trust

Statistiques de fiabilité

Alpha de Cronbach	Nombre d'éléments
,944	4

Statistiques de total des éléments

	Moyenne de l'échelle en cas de suppression d'un élément	Variance de l'échelle en cas de suppression d'un élément	Corrélation complète des éléments corrigés	Alpha de Cronbach en cas de suppression de l'élément
I trust this brand	11,66	19,176	,869	,926
I rely on this brand	11,85	18,623	,870	,926
This is an honest brand	11,73	19,000	,877	,924
This brand is safe	11,75	18,687	,850	,932

Analyse factorielle : Attitude Construct

Indice KMO et test de Bartlett

Indice de Kaiser-Meyer-Olkin pour la mesure de la qualité d'échantillonnage.		,868
Test de sphéricité de Bartlett	Khi-carré approx.	758,346
	ddl	10
	Signification	,000

Qualités de représentation

	Initiales	Extraction
I Find the brand unappealing /appealing	1,000	,742
I find the brand bad/good	1,000	,813
I find the brand unpleasant/pleasant	1,000	,833
I find the brand unfavorable/favorable	1,000	,815
I find the brand unlikable/likable	1,000	,760

Méthode d'extraction : Analyse en composantes principales.

Matrice des composantes[a]

	Composante 1
I Find the brand unappealing /appealing	,862
I find the brand bad/good	,902
I find the brand unpleasant/pleasant	,913
I find the brand unfavorable/favorable	,903
I find the brand unlikable/likable	,872

Méthode d'extraction : Analyse en composantes principales.[a]
a. 1 composantes extraites.

Echelle : Attitude

Statistiques de fiabilité

Alpha de Cronbach	Nombre d'éléments
,934	5

Statistiques de total des éléments

	Moyenne de l'échelle en cas de suppression d'un élément	Variance de l'échelle en cas de suppression d'un élément	Corrélation complète des éléments corrigés	Alpha de Cronbach en cas de suppression de l'élément
I Find the brand unappealing /appealing	18,89	27,490	,785	,926
I find the brand bad/good	19,13	28,185	,840	,916
I find the brand unpleasant/pleasant	18,97	27,750	,860	,912
I find the brand unfavorable/favorable	19,19	27,511	,840	,915
I find the brand unlikable/likable	18,94	27,906	,798	,923

Analyse factorielle : Purchase intentions Construct

Indice KMO et test de Bartlett

Indice de Kaiser-Meyer-Olkin pour la mesure de la qualité d'échantillonnage.		,851
Test de sphéricité de Bartlett	Khi-carré approx.	491,621
	ddl	6
	Signification	,000

Qualités de représentation

	Initiales	Extraction
I definitely do not intend to buy / I definitely intend to buy	1,000	,827
I have very low purchase interest / I have very high purchase interest	1,000	,804
I will definitely not buy it / I will definitely buy it	1,000	,763
I will probably not buy it / I will probably buy it	1,000	,798

Méthode d'extraction : Analyse en composantes principales.

Matrice des composantes[a]

	Composante 1
I definitely do not intend to buy / I definitely intend to buy	,910
I have very low purchase interest / I have very high purchase interest	,897
I will definitely not buy it / I will definitely buy it	,873
I will probably not buy it / I will probably buy it	,893

Méthode d'extraction : Analyse en composantes principales.[a]
a. 1 composantes extraites.

Echelle : PI

Statistiques de fiabilité

Alpha de Cronbach	Nombre d'éléments
,913	4

Statistiques de total des éléments

	Moyenne de l'échelle en cas de suppression d'un élément	Variance de l'échelle en cas de suppression d'un élément	Corrélation complète des éléments corrigés	Alpha de Cronbach en cas de suppression de l'élément
I definitely do not intend to buy / I definitely intend to buy	10,42	21,206	,832	,877
I have very low purchase interest / I have very high purchase interest	10,25	19,746	,813	,884
I will definitely not buy it / I will definitely buy it	10,70	23,250	,775	,899

I will probably not buy it / I will probably buy it	10,46	19,696	,808	,886

Appendix C: Regression analyses outputs from SPSS

Régression (Variable dépendante : PSI)

Récapitulatif des modèles[b]

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation	Modifier les statistiques Variation de R-deux	Modifier les statistiques Variation de F
1	,604[a]	,365	,358	1,13262	,365	50,266

Récapitulatif des modèles[b]

Modèle	ddl1	ddl2	Modifier les statistiques Sig. Variation de F	Durbin-Watson
1	2	175	,000	1,894

a. Prédicteurs : (Constante), Flow_Time, Flow_Involvement
b. Variable dépendante : PSI

ANOVA[a]

Modèle		Somme des carrés	ddl	Carré moyen	F	Sig.
1	Régression	128,964	2	64,482	50,266	,000[b]
	de Student	224,495	175	1,283		
	Total	353,460	177			

a. Variable dépendante : PSI
b. Prédicteurs : (Constante), Flow_Time, Flow_Involvement

Coefficients[a]

Modèle		Coefficients non standardisés B	Coefficients non standardisés Erreur standard	Coefficients standardisés Bêta	t	Sig.
1	(Constante)	2,013	,242		8,319	,000
	Flow_Involvement	,521	,067	,531	7,817	,000
	Flow_Time	,104	,053	,133	1,960	,052

Coefficients[a]

Modèle		Intervalle de confiance à 95,0% pour B Borne inférieure	Intervalle de confiance à 95,0% pour B Borne supérieure	Corrélations Corrélation simple	Corrélations Partielle	Corrélations Partielle
1	(Constante)	1,535	2,490			
	Flow_Involvement	,389	,652	,592	,509	,471
	Flow_Time	-,001	,209	,378	,147	,118

Coefficients[a]

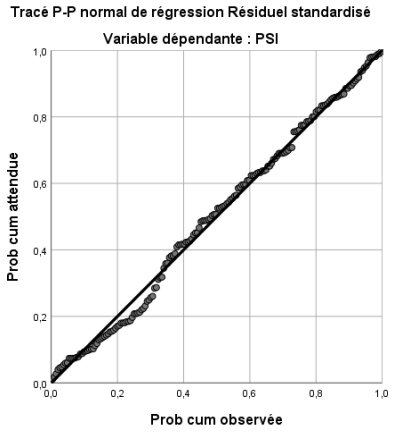
Modèle		Statistiques de colinéarité Tolérance	Statistiques de colinéarité VIF
1	(Constante)		
	Flow_Involvement	,787	1,271
	Flow_Time	,787	1,271

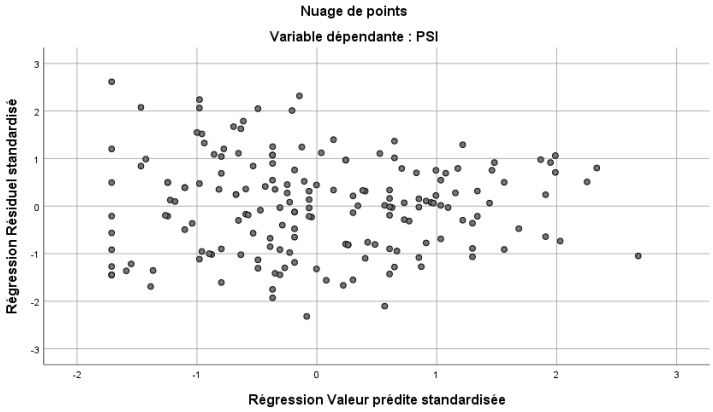
a. Variable dépendante : PSI

Diagnostics de colinéarité[a]

Modèle	Dimension	Valeur propre	Index de condition	Proportions de la variance (Constante)	Proportions de la variance Flow_Involvement	Proportions de la variance Flow_Time
1	1	2,829	1,000	,01	,02	,01
	2	,092	5,549	,31	,97	,14
	3	,079	5,977	,67	,01	,85

a. Variable dépendante : PSI





Régression (Variable dépendante : Engagement_1)

Récapitulatif des modèles[b]

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation	Modifier les statistiques Variation de R-deux	Variation de F
1	,630[a]	,397	,393	1,08834	,397	115,826

Récapitulatif des modèles[b]

Modèle	ddl1	ddl2	Modifier les statistiques Sig. Variation de F	
1	1	176	,000	1,812

a. Prédicteurs : (Constante), PSI
b. Variable dépendante : Engagement_1

ANOVA[a]

Modèle		Somme des carrés	ddl	Carré moyen	F	Sig.
1	Régression	137,194	1	137,194	115,826	,000[b]
	de Student	208,469	176	1,184		
	Total	345,663	177			

a. Variable dépendante : Engagement_1
b. Prédicteurs : (Constante), PSI

Coefficients[a]

Modèle		Coefficients non standardisés B	Coefficients non standardisés Erreur standard	Coefficients standardisés Bêta	t	Sig.
1	(Constante)	,442	,251		1,761	,080
	PSI	,623	,058	,630	10,762	,000

Coefficients[a]

Modèle		Intervalle de confiance à 95,0% pour B Borne inférieure	Intervalle de confiance à 95,0% pour B Borne supérieure	Corrélations Corrélation simple	Corrélations Partielle	Corrélations Partielle
1	(Constante)	-,053	,937			
	PSI	,509	,737	,630	,630	,630

Coefficients[a]

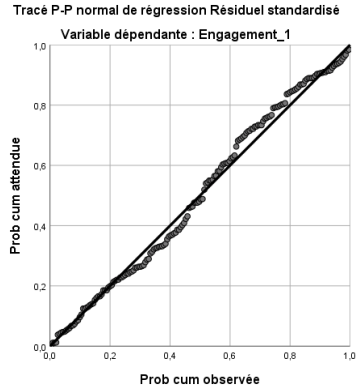
Modèle		Statistiques de colinéarité Tolérance	Statistiques de colinéarité VIF
1	(Constante)		
	PSI	1,000	1,000

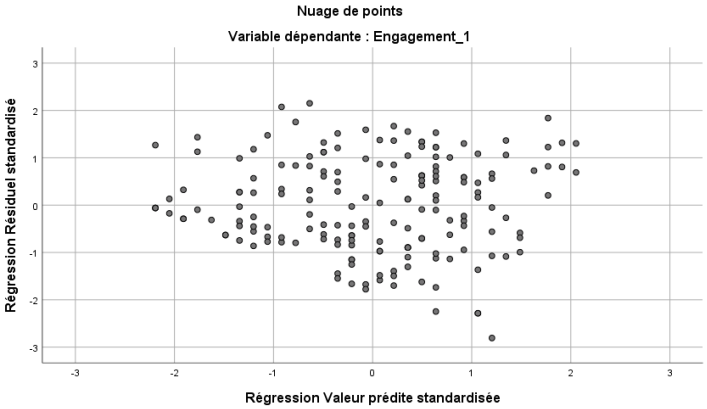
a. Variable dépendante : Engagement_1

Diagnostics de colinéarité[a]

Modèle	Dimension	Valeur propre	Index de condition	Proportions de la variance (Constante)	PSI
1	1	1,946	1,000	,03	,03
	2	,054	5,985	,97	,97

a. Variable dépendante : Engagement_1





Régression (Variable dépendante : Engagement_2)

Récapitulatif des modèles[b]

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation	Modifier les statistiques Variation de R-deux	Variation de F
1	,561[a]	,315	,311	1,13371	,315	80,972

Récapitulatif des modèles[b]

Modèle	ddl1	ddl2	Modifier les statistiques Sig. Variation de F	Durbin-Watson
1	1	176	,000	1,748

a. Prédicteurs : (Constante), PSI
b. Variable dépendante : Engagement_2

ANOVA[a]

Modèle		Somme des carrés	ddl	Carré moyen	F	Sig.
1	Régression	104,073	1	104,073	80,972	,000[b]
	de Student	226,212	176	1,285		
	Total	330,285	177			

a. Variable dépendante : Engagement_2
b. Prédicteurs : (Constante), PSI

Coefficients[a]

Modèle		Coefficients non standardisés B	Erreur standard	Coefficients standardisés Bêta	t	Sig.
1	(Constante)	,253	,261		,969	,334
	PSI	,543	,060	,561	8,998	,000

Coefficients[a]

Modèle		Intervalle de confiance à 95,0% pour B Borne inférieure	Borne supérieure	Corrélations Corrélation simple	Partielle	Partielle
1	(Constante)	-,262	,769			
	PSI	,424	,662	,561	,561	,561

Coefficients[a]

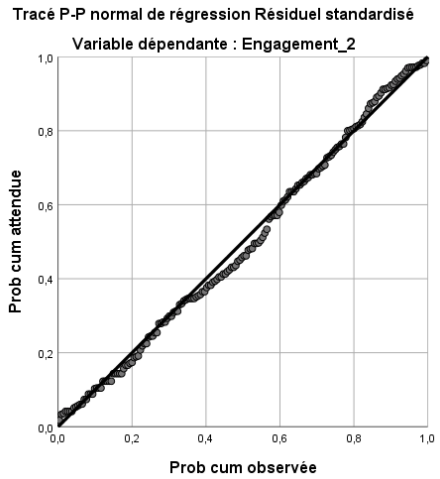
Modèle		Statistiques de colinéarité	
		Tolérance	VIF
1	(Constante)		
	PSI	1,000	1,000

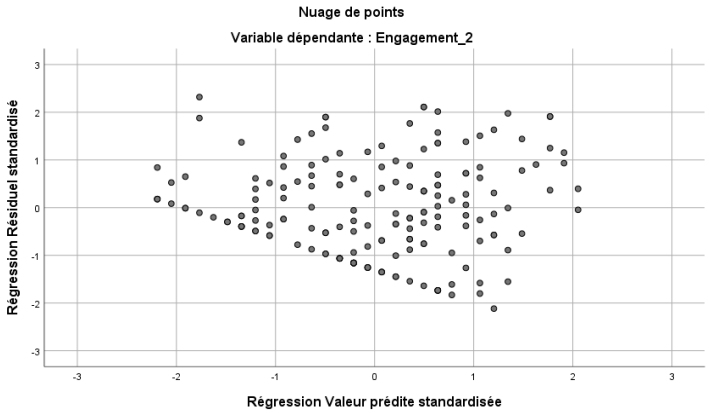
a. Variable dépendante : Engagement_2

Diagnostics de colinéarité[a]

Modèle	Dimension	Valeur propre	Index de condition	Proportions de la variance (Constante)	PSI
1	1	1,946	1,000	,03	,03
	2	,054	5,985	,97	,97

a. Variable dépendante : Engagement_2





Régression (Variable dépendante : Cred_Trust)

Récapitulatif des modèles[b]

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation	Modifier les statistiques Variation de R-deux	Variation de F
1	,539[a]	,291	,287	1,33672	,291	72,254

Récapitulatif des modèles[b]

Modèle	ddl1	ddl2	Modifier les statistiques Sig. Variation de F	Durbin-Watson
1	1	176	,000	1,861

a. Prédicteurs : (Constante), PSI
b. Variable dépendante : Cred_Trust

ANOVA[a]

Modèle		Somme des carrés	ddl	Carré moyen	F	Sig.
1	Régression	129,105	1	129,105	72,254	,000[b]
	de Student	314,481	176	1,787		
	Total	443,586	177			

a. Variable dépendante : Cred_Trust
b. Prédicteurs : (Constante), PSI

Coefficients[a]

Modèle	Coefficients non standardisés B	Erreur standard	Coefficients standardisés Bêta	t	Sig.

1	(Constante)	1,499	,308		4,864	,000
	PSI	,604	,071	,539	8,500	,000

Coefficients[a]

Modèle		Intervalle de confiance à 95,0% pour B		Corrélations		
		Borne inférieure	Borne supérieure	Corrélation simple	Partielle	Partielle
1	(Constante)	,891	2,107			
	PSI	,464	,745	,539	,539	,539

Coefficients[a]

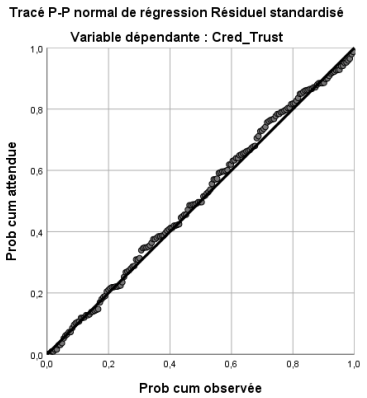
Modèle		Statistiques de colinéarité	
		Tolérance	VIF
1	(Constante)		
	PSI	1,000	1,000

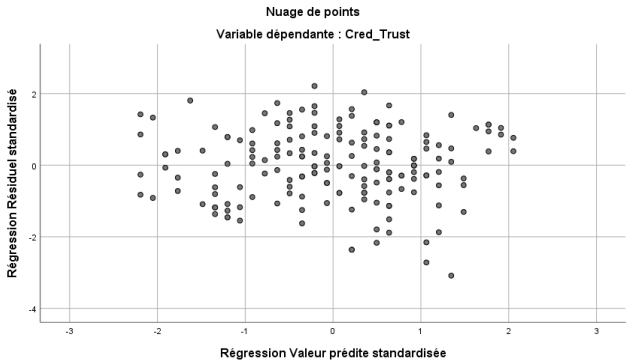
a. Variable dépendante : Cred_Trust

Diagnostics de colinéarité[a]

Modèle	Dimension	Valeur propre	Index de condition	Proportions de la variance (Constante)	PSI
1	1	1,946	1,000	,03	,03
	2	,054	5,985	,97	,97

a. Variable dépendante : Cred_Trust





Régression (Variable dépendante : Cred_Exp)

Récapitulatif des modèles[b]

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation	Modifier les statistiques Variation de R-deux	Variation de F
1	,244[a]	,060	,054	1,46013	,060	11,180

Récapitulatif des modèles[b]

Modèle	ddl1	ddl2	Modifier les statistiques Sig. Variation de F	Durbin-Watson
1	1	176	,001	1,551

a. Prédicteurs : (Constante), PSI
b. Variable dépendante : Cred_Exp

ANOVA[a]

Modèle		Somme des carrés	ddl	Carré moyen	F	Sig.
1	Régression	23,835	1	23,835	11,180	,001[b]
	de Student	375,231	176	2,132		
	Total	399,066	177			

a. Variable dépendante : Cred_Exp
b. Prédicteurs : (Constante), PSI

Coefficients[a]

Modèle		Coefficients non standardisés B	Coefficients non standardisés Erreur standard	Coefficients standardisés Bêta	t	Sig.
1	(Constante)	2,618	,337		7,778	,000
	PSI	,260	,078	,244	3,344	,001

Coefficients[a]

Modèle		Intervalle de confiance à 95,0% pour B Borne inférieure	Intervalle de confiance à 95,0% pour B Borne supérieure	Corrélations Corrélation simple	Corrélations Partielle	Corrélations Partielle
1	(Constante)	1,954	3,283			
	PSI	,106	,413	,244	,244	,244

Coefficients[a]

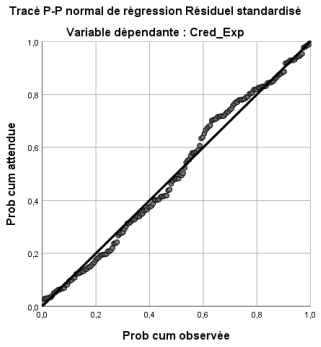
Modèle		Statistiques de colinéarité Tolérance	Statistiques de colinéarité VIF
1	(Constante)		
	PSI	1,000	1,000

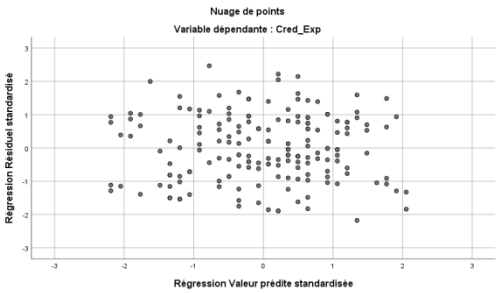
a. Variable dépendante : Cred_Exp

Diagnostics de colinéarité[a]

Modèle	Dimension	Valeur propre	Index de condition	Proportions de la variance (Constante)	Proportions de la variance PSI
1	1	1,946	1,000	,03	,03
	2	,054	5,985	,97	,97

a. Variable dépendante : Cred_Exp





Régression (Variable dépendante : Auth_1)

Récapitulatif des modèles[b]

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation	Modifier les statistiques Variation de R-deux	Modifier les statistiques Variation de F
1	,634[a]	,402	,399	1,04187	,402	118,433

Récapitulatif des modèles[b]

Modèle	Modifier les statistiques ddl1	Modifier les statistiques ddl2	Modifier les statistiques Sig. Variation de F	Durbin-Watson
1	1	176	,000	1,922

a. Prédicteurs : (Constante), PSI
b. Variable dépendante : Auth_1

ANOVA[a]

Modèle		Somme des carrés	ddl	Carré moyen	F	Sig.
1	Régression	128,559	1	128,559	118,433	,000[b]
	de Student	191,047	176	1,085		
	Total	319,606	177			

a. Variable dépendante : Auth_1
b. Prédicteurs : (Constante), PSI

Coefficients[a]

Modèle		Coefficients non standardisés B	Coefficients non standardisés Erreur standard	Coefficients standardisés Bêta	t	Sig.
1	(Constante)	1,491	,240		6,209	,000
	PSI	,603	,055	,634	10,883	,000

Coefficients[a]

Modèle		Intervalle de confiance à 95,0% pour B Borne inférieure	Intervalle de confiance à 95,0% pour B Borne supérieure	Corrélations Corrélation simple	Corrélations Partielle	Corrélations Partielle
1	(Constante)	1,017	1,966			
	PSI	,494	,712	,634	,634	,634

Coefficients[a]

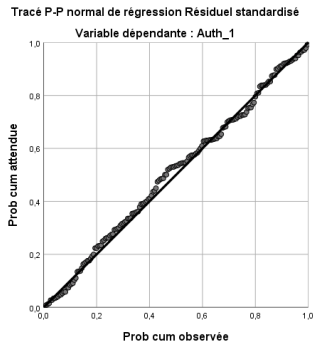
Modèle		Statistiques de colinéarité Tolérance	Statistiques de colinéarité VIF
1	(Constante)		
	PSI	1,000	1,000

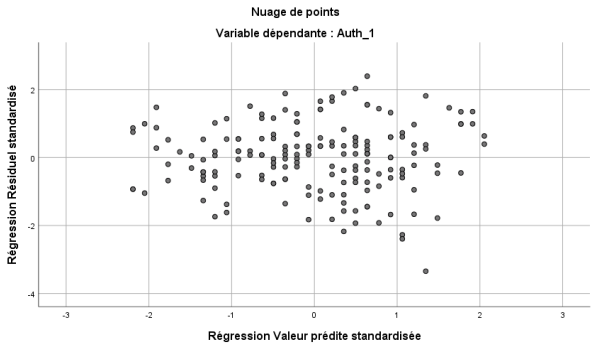
a. Variable dépendante : Auth_1

Diagnostics de colinéarité[a]

Modèle	Dimension	Valeur propre	Index de condition	Proportions de la variance (Constante)	Proportions de la variance PSI
1	1	1,946	1,000	,03	,03
	2	,054	5,985	,97	,97

a. Variable dépendante : Auth_1





Régression (Variable dépendante : Auth_2)

Récapitulatif des modèles[b]

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation	Modifier les statistiques Variation de R-deux	Modifier les statistiques Variation de F
1	,436[a]	,190	,185	1,38557	,190	41,227

Récapitulatif des modèles[b]

Modèle	Modifier les statistiques

	ddl1	ddl2	Sig. Variation de F	Durbin-Watson
1	1	176	,000	1,962

a. Prédicteurs : (Constante), PSI
b. Variable dépendante : Auth_2

ANOVA[a]

Modèle		Somme des carrés	ddl	Carré moyen	F	Sig.
1	Régression	79,147	1	79,147	41,227	,000[b]
	de Student	337,884	176	1,920		
	Total	417,031	177			

a. Variable dépendante : Auth_2
b. Prédicteurs : (Constante), PSI

Coefficients[a]

Modèle		Coefficients non standardisés B	Erreur standard	Coefficients standardisés Bêta	t	Sig.
1	(Constante)	1,686	,319		5,278	,000
	PSI	,473	,074	,436	6,421	,000

Coefficients[a]

Modèle		Intervalle de confiance à 95,0% pour B		Corrélations		
		Borne inférieure	Borne supérieure	Corrélation simple	Partielle	Partielle
1	(Constante)	1,055	2,316			
	PSI	,328	,619	,436	,436	,436

Coefficients[a]

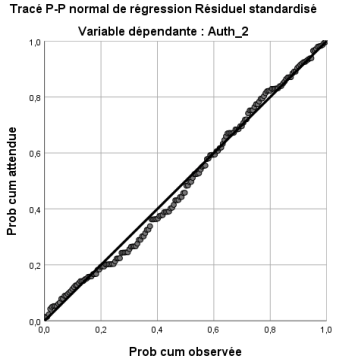
Modèle		Statistiques de colinéarité Tolérance	VIF
1	(Constante)		
	PSI	1,000	1,000

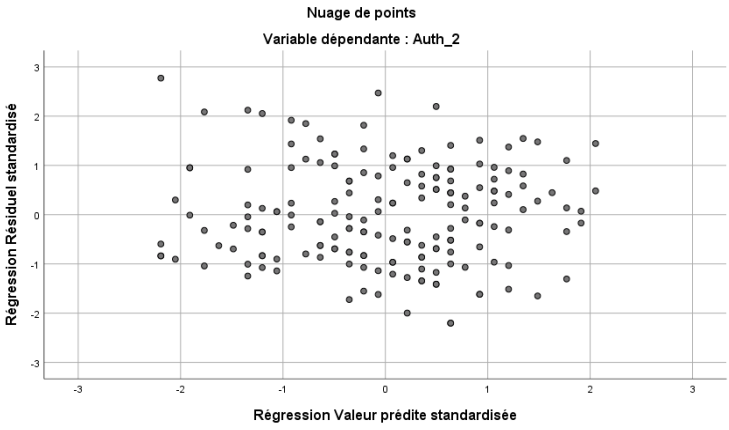
a. Variable dépendante : Auth_2

Diagnostics de colinéarité[a]

Modèle	Dimension	Valeur propre	Index de condition	Proportions de la variance (Constante)	PSI
1	1	1,946	1,000	,03	,03
	2	,054	5,985	,97	,97

a. Variable dépendante : Auth_2





Régression (Variable dépendante : Engagement_1)

Récapitulatif des modèles[b]

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation	Modifier les statistiques: Variation de R-deux	Modifier les statistiques: Variation de F
1	,699[a]	,488	,473	1,01427	,488	32,801

Récapitulatif des modèles[b]

Modèle	Modifier les statistiques: ddl1	ddl2	Sig. Variation de F	Durbin-Watson
1	5	172	,000	1,820

a. Prédicteurs : (Constante), Auth_2, Cred_Trust, PSI, Cred_Exp, Auth_1
b. Variable dépendante : Engagement_1

ANOVA[a]

Modèle		Somme des carrés	ddl	Carré moyen	F	Sig.
1	Régression	168,720	5	33,744	32,801	,000[b]
	de Student	176,943	172	1,029		
	Total	345,663	177			

a. Variable dépendante : Engagement_1
b. Prédicteurs : (Constante), Auth_2, Cred_Trust, PSI, Cred_Exp, Auth_1

Coefficients[a]

Modèle		Coefficients non standardisés: B	Coefficients non standardisés: Erreur standard	Coefficients standardisés Bêta	t	Sig.
1	(Constante)	-,227	,282		-,805	,422
	PSI	,408	,074	,412	5,534	,000
	Cred_Trust	,133	,101	,151	1,319	,189
	Cred_Exp	,068	,070	,073	,967	,335
	Auth_1	,191	,116	,184	1,643	,102
	Auth_2	,004	,058	,005	,075	,940

Coefficients[a]

Modèle		Intervalle de confiance à 95,0% pour B: Borne inférieure	Intervalle de confiance à 95,0% pour B: Borne supérieure	Corrélations: Corrélation simple	Corrélations: Partielle	Corrélations: Partielle
1	(Constante)	-,785	,330			
	PSI	,262	,553	,630	,389	,302
	Cred_Trust	-,066	,332	,577	,100	,072
	Cred_Exp	-,070	,206	,371	,074	,053
	Auth_1	-,038	,421	,613	,124	,090
	Auth_2	-,111	,120	,343	,006	,004

Coefficients[a]

Modèle		Statistiques de colinéarité: Tolérance	Statistiques de colinéarité: VIF
1	(Constante)		
	PSI	,537	1,863
	Cred_Trust	,228	4,385
	Cred_Exp	,528	1,895
	Auth_1	,237	4,216
	Auth_2	,722	1,385

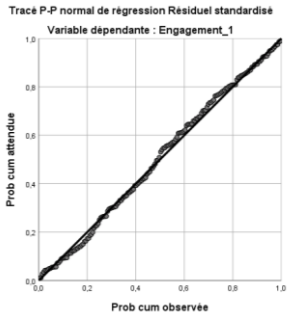
a. Variable dépendante : Engagement_1

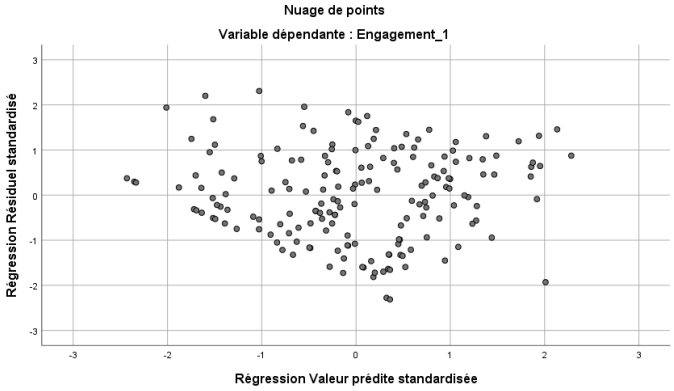
Diagnostics de colinéarité[a]

Modèle	Dimension	Valeur propre	Index de condition	Proportions de la variance: (Constante)	PSI	Cred_Trust	Cred_Exp	Auth_1	Auth_2
1	1	5,674	1,000	,00	,00	,00	,00	,00	,00

	2	,116	6,982	,02	,03	,05	,16	,01	,42
	3	,091	7,917	,01	,19	,01	,28	,02	,32
	4	,069	9,058	,71	,01	,05	,04	,02	,17
	5	,034	12,850	,20	,75	,10	,45	,08	,06
	6	,016	19,035	,05	,02	,79	,08	,87	,03

a. Variable dépendante : Engagement_1





Régression (Variable dépendante : Engagement_2)

Récapitulatif des modèles[b]

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation	Modifier les statistiques Variation de R-deux	Variation de F
1	,588[a]	,346	,327	1,12089	,346	18,177

Récapitulatif des modèles[b]

Modèle	ddl1	ddl2	Modifier les statistiques Sig. Variation de F	Durbin-Watson
1	5	172	,000	1,759

a. Prédicteurs : (Constante), Auth_2, Cred_Trust, PSI, Cred_Exp, Auth_1
b. Variable dépendante : Engagement_2

ANOVA[a]

Modèle		Somme des carrés	ddl	Carré moyen	F	Sig.
1	Régression	114,185	5	22,837	18,177	,000[b]
	de Student	216,100	172	1,256		
	Total	330,285	177			

a. Variable dépendante : Engagement_2
b. Prédicteurs : (Constante), Auth_2, Cred_Trust, PSI, Cred_Exp, Auth_1

Coefficients[a]

Modèle		Coefficients non standardisés B	Coefficients non standardisés Erreur standard	Coefficients standardisés Bêta	t	Sig.
1	(Constante)	-,197	,312		-,632	,528
	PSI	,463	,081	,479	5,692	,000
	Cred_Trust	,000	,111	,000	,002	,999
	Cred_Exp	,101	,077	,111	1,302	,194
	Auth_1	,004	,129	,004	,029	,977
	Auth_2	,108	,065	,121	1,666	,097

Coefficients[a]

Modèle	Intervalle de confiance à 95,0% pour B Borne inférieure	Intervalle de confiance à 95,0% pour B Borne supérieure	Corrélations Corrélation simple	Corrélations Partielle	Corrélations Partielle

1	(Constante)	-,813	,418			
	PSI	,303	,624	,561	,398	,351
	Cred_Trust	-,220	,220	,376	,000	,000
	Cred_Exp	-,052	,253	,273	,099	,080
	Auth_1	-,250	,258	,419	,002	,002
	Auth_2	-,020	,235	,371	,126	,103

Coefficients[a]

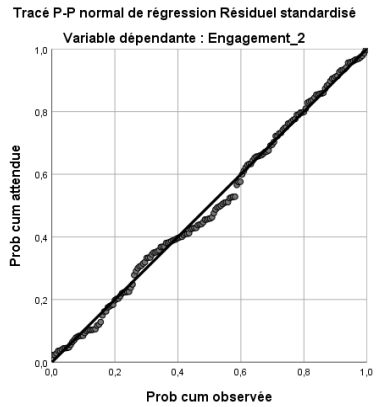
Modèle		Statistiques de colinéarité	
		Tolérance	VIF
1	(Constante)		
	PSI	,537	1,863
	Cred_Trust	,228	4,385
	Cred_Exp	,528	1,895
	Auth_1	,237	4,216
	Auth_2	,722	1,385

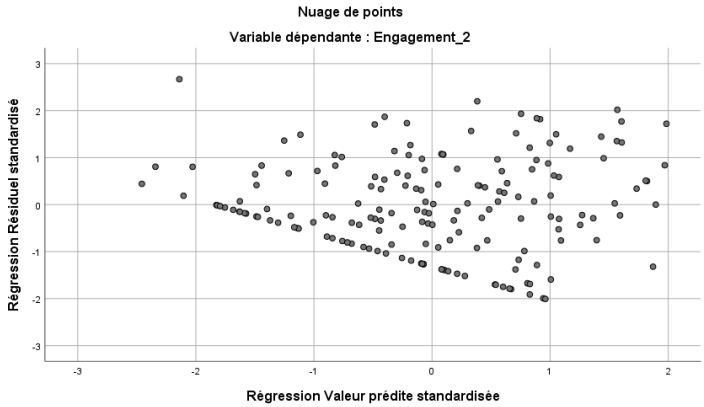
a. Variable dépendante : Engagement_2

Diagnostics de colinéarité[a]

Modèle	Dimension	Valeur propre	Index de condition	Proportions de la variance					
				(Constante)	PSI	Cred_Trust	Cred_Exp	Auth_1	Auth_2
1	1	5,674	1,000	,00	,00	,00	,00	,00	,00
	2	,116	6,982	,02	,03	,05	,16	,01	,42
	3	,091	7,917	,01	,19	,01	,28	,02	,32
	4	,069	9,058	,71	,01	,05	,04	,02	,17
	5	,034	12,850	,20	,75	,10	,45	,08	,06
	6	,016	19,035	,05	,02	,79	,08	,87	,03

a. Variable dépendante : Engagement_2





Régression (Variable dépendante : Trust)

Récapitulatif des modèles[b]

Modèle	R	R-deux	R-deux ajusté	Modifier les statistiques		
				Erreur standard de l'estimation	Variation de R-deux	Variation de F
1	,578[a]	,335	,327	1,17700	,335	44,008

Récapitulatif des modèles[b]

Modèle	Modifier les statistiques			
	ddl1	ddl2	Sig. Variation de F	Durbin-Watson
1	2	175	,000	2,010

a. Prédicteurs : (Constante), Engagement_2, Engagement_1
b. Variable dépendante : Trust

ANOVA[a]

Modèle		Somme des carrés	ddl	Carré moyen	F	Sig.
1	Régression	121,930	2	60,965	44,008	,000[b]
	de Student	242,431	175	1,385		
	Total	364,361	177			

a. Variable dépendante : Trust
b. Prédicteurs : (Constante), Engagement_2, Engagement_1

Coefficients[a]

Modèle		Coefficients non standardisés B	Coefficients non standardisés Erreur standard	Coefficients standardisés Bêta	t	Sig.
1	(Constante)	2,080	,216		9,636	,000
	Engagement_1	,511	,081	,498	6,286	,000
	Engagement_2	,123	,083	,117	1,484	,140

Coefficients[a]

Modèle		Intervalle de confiance à 95,0% pour B Borne inférieure	Intervalle de confiance à 95,0% pour B Borne supérieure	Corrélations Corrélation simple	Corrélations Partielle	Corrélations Partielle
1	(Constante)	1,654	2,506			
	Engagement_1	,350	,671	,571	,429	,388
	Engagement_2	-,041	,287	,429	,111	,091

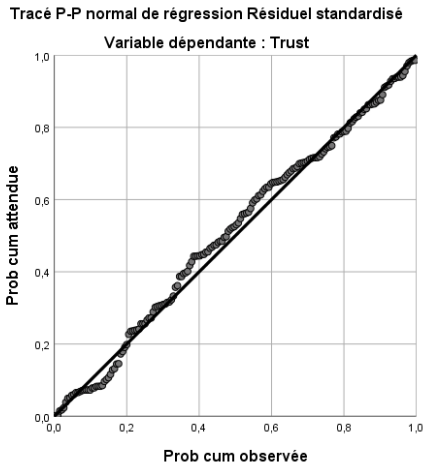
Coefficients[a]

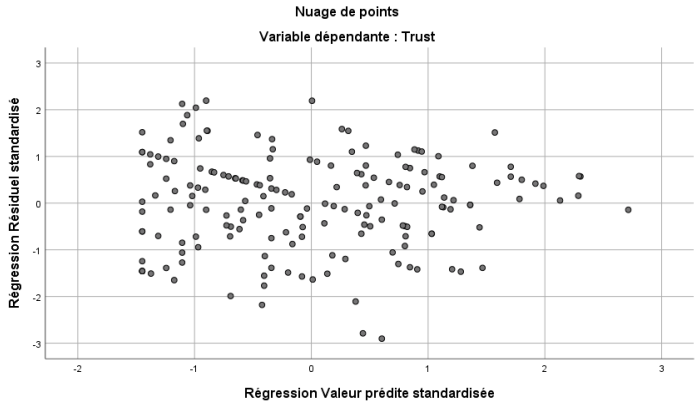
Modèle		Statistiques de colinéarité Tolérance	Statistiques de colinéarité VIF
1	(Constante)		
	Engagement_1	,607	1,648
	Engagement_2	,607	1,648

a. Variable dépendante : Trust

Diagnostics de colinéarité[a]

Modèle	Dimension	Valeur propre	Index de condition	Proportions de la variance (Constante)	Proportions de la variance Engagement_1	Proportions de la variance Engagement_2
1	1	2,803	1,000	,02	,01	,02
	2	,125	4,733	,78	,02	,44
	3	,071	6,266	,20	,97	,54





Régression (Variable dépendante : Attitude)

Récapitulatif des modèles[b]

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation	Modifier les statistiques: Variation de R-deux	Modifier les statistiques: Variation de F
1	,452[a]	,205	,195	1,17200	,205	22,495

Récapitulatif des modèles[b]

Modèle	ddl1	ddl2	Modifier les statistiques: Sig. Variation de F	Durbin-Watson
1	2	175	,000	2,038

a. Prédicteurs : (Constante), Engagement_2, Engagement_1
b. Variable dépendante : Attitude

ANOVA[a]

Modèle		Somme des carrés	ddl	Carré moyen	F	Sig.
1	Régression	61,799	2	30,900	22,495	,000[b]
	de Student	240,379	175	1,374		
	Total	302,178	177			

a. Variable dépendante : Attitude
b. Prédicteurs : (Constante), Engagement_2, Engagement_1

Coefficients[a]

Modèle		Coefficients non standardisés: B	Coefficients non standardisés: Erreur standard	Coefficients standardisés: Bêta	t	Sig.
1	(Constante)	3,520	,215		16,377	,000
	Engagement_1	,447	,081	,478	5,526	,000
	Engagement_2	-,042	,083	-,044	-,504	,615

Coefficients[a]

Modèle		Intervalle de confiance à 95,0% pour B: Borne inférieure	Intervalle de confiance à 95,0% pour B: Borne supérieure	Corrélations: Corrélation simple	Corrélations: Partielle	Corrélations: Partielle
1	(Constante)	3,096	3,944			
	Engagement_1	,287	,607	,451	,385	,373
	Engagement_2	-,205	,122	,256	-,038	-,034

Coefficients[a]

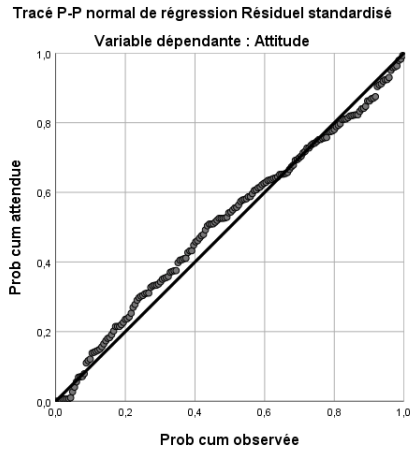
Modèle		Statistiques de colinéarité: Tolérance	Statistiques de colinéarité: VIF
1	(Constante)		
	Engagement_1	,607	1,648
	Engagement_2	,607	1,648

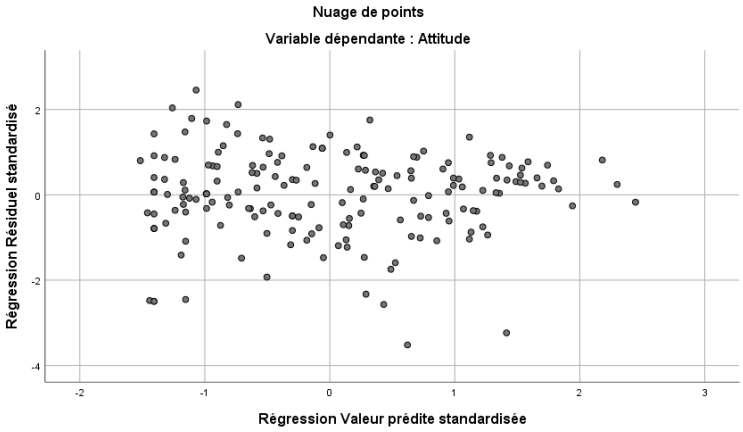
a. Variable dépendante : Attitude

Diagnostics de colinéarité[a]

Modèle	Dimension	Valeur propre	Index de condition	Proportions de la variance: (Constante)	Proportions de la variance: Engagement_1	Proportions de la variance:
1	1	2,803	1,000	,02	,01	,02
	2	,125	4,733	,78	,02	,44
	3	,071	6,266	,20	,97	,54

a. Variable dépendante : Attitude





Régression (Variable dépendante : Purchase Intentions)

Récapitulatif des modèles[b]

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation	Modifier les statistiques Variation de R-deux	Variation de F
1	,597[a]	,356	,349	1,21409	,356	48,470

Récapitulatif des modèles[b]

Modèle	ddl1	ddl2	Modifier les statistiques Sig. Variation de F	Durbin-Watson
1	2	175	,000	1,982

a. Prédicteurs : (Constante), Attitude, Trust
b. Variable dépendante : PI

ANOVA[a]

Modèle		Somme des carrés	ddl	Carré moyen	F	Sig.
1	Régression	142,889	2	71,445	48,470	,000[b]
	de Student	257,951	175	1,474		
	Total	400,840	177			

a. Variable dépendante : PI
b. Prédicteurs : (Constante), Attitude, Trust

Coefficients[a]

Modèle		Coefficients non standardisés B	Coefficients non standardisés Erreur standard	Coefficients standardisés Bêta	t	Sig.
1	(Constante)	,342	,350		,978	,329
	Trust	,386	,080	,368	4,833	,000
	Attitude	,344	,088	,298	3,922	,000

Coefficients[a]

Modèle		Intervalle de confiance à 95,0% pour B Borne inférieure	Intervalle de confiance à 95,0% pour B Borne supérieure	Corrélations Corrélation simple	Corrélations Partielle	Corrélations Partielle
1	(Constante)	-,348	1,032			
	Trust	,228	,543	,548	,343	,293
	Attitude	,171	,516	,520	,284	,238

Coefficients[a]

Modèle	Statistiques de colinéarité Tolérance	VIF

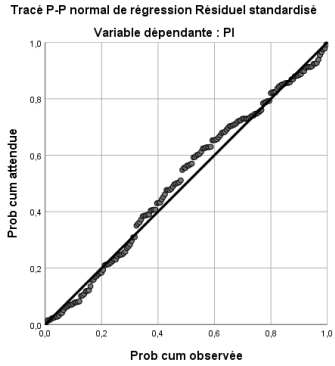
1	(Constante)		
	Trust	,636	1,573
	Attitude	,636	1,573

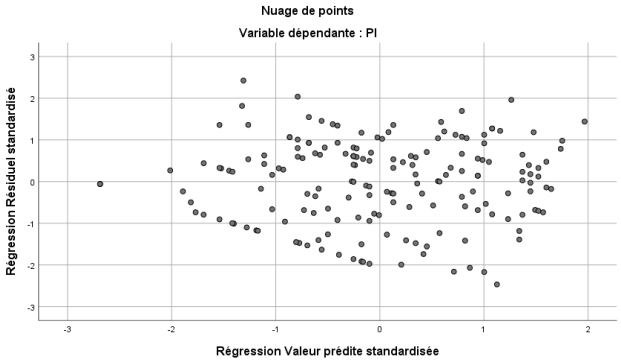
a. Variable dépendante : PI

Diagnostics de colinéarité[a]

Modèle	Dimension	Valeur propre	Index de condition	Proportions de la variance (Constante)	Trust	Attitude
1	1	2,910	1,000	,01	,01	,01
	2	,061	6,913	,51	,66	,00
	3	,029	9,932	,48	,33	,99

a. Variable dépendante : PI





Appendix D: Summary of the linear regression results

Table 5 : Linear regression results

	1	**2**	**3**	**4**	**5**	**6**
Constant	2.013*** (.242)	.442* (.251)	.253 (.261)	2.080*** (.216)	3.520*** (.215)	.342 (.350)
Flow involvement	.521*** (.067)					
Flow time	.104* (.053)					
PSI		.623*** (.058)	.543*** (.060)			
Eng_1				.511*** (.081)	.447*** (.081)	
Eng_2				.123 (.083)	-.0042 (.083)	
Trust						.386*** **(.**080)
Attitude						.344*** (.088)
IV	PSI	Eng 1	Eng 2	Brand Trust	Brand Attitude	PI
R-Squared	.365	.397	.315	.335	.205	.356
Adjusted R-Squared	.358	.393	.311	.327	.195	.349
Durbin-Watson	1.894	1.812	1.748	2.010	2.038	1.982
Prob(F-statistic)	.000	.000	.000	.000	.000	.000
No. observations	**178**					

Standard errors are reported in parentheses.
***, **, *** indicates significance at the 90%, 95%, and 99% level, respectively.**

Appendix E: Summary of the linear regression results for the mediation analysis

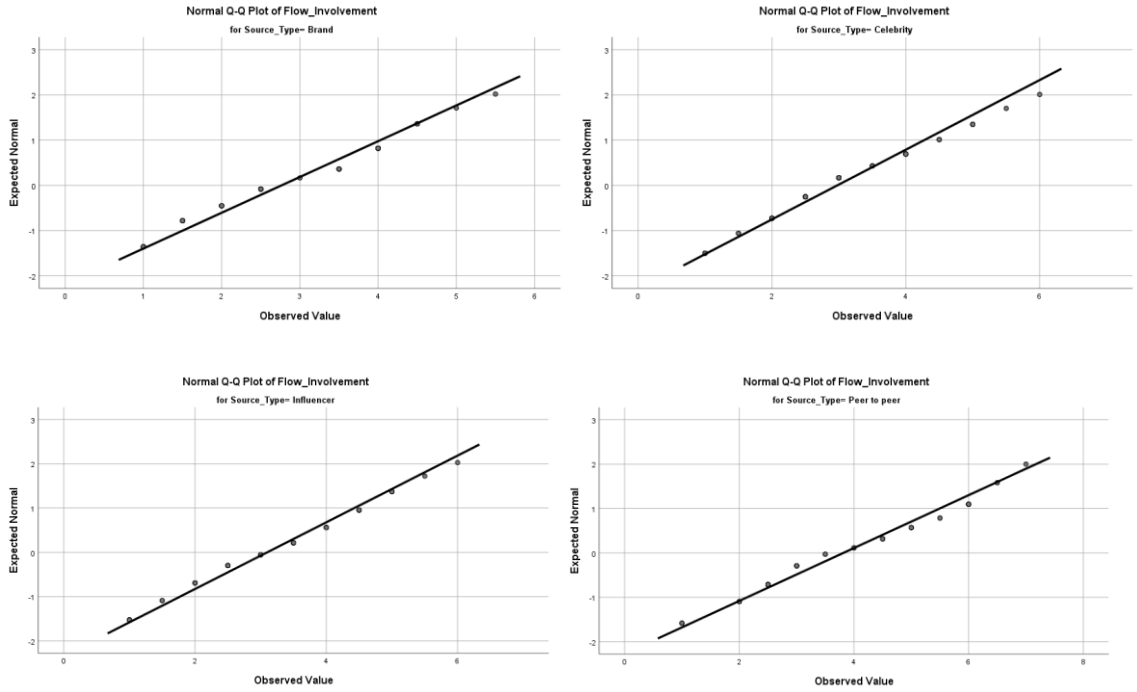
Table 6 : Linear regression results for the mediation analysis

	1	**2**	**3**	**4**	**5**	**6**
Constant	1.499*** (.308)	2.618*** (.337)	1.491*** (.240)	1.686*** (.319)	-.227 (.282)	-.197 (.312)
Cred trust					.133 (.101)	.000 (.111)
Cred Exp					.068 (.070)	.101 (.077)
Auth_1					.191 (.116)	.004 (.977)
Auth_2					.004 (.058)	.108* (.065)
PSI	.604*** (.071)	.260*** (.078)	.603*** (.055)	.473*** (.074)	.408*** (.074)	.463*** (.081)
IV	Cred trust	Cred exp	Auth 1	Auth 2	Eng 1	Eng 2
R-Squared	.291	.060	.402	.190	.488	.346
Adjusted R-Squared	.287	.054	.399	.185	.473	.327
Durbin-Watson	1.861	1.551	1.922	1.962	1.820	1.759
Prob(F-statistic)	.000	.001	.000	.000	.000	.000
No. observations	**178**					

Standard errors are reported in parentheses.
***, **, *** indicates significance at the 90%, 95%, and 99% level, respectively.**

Appendix F: ANOVA Outputs from SPSS

ANOVA (Variable Dépendante : Flow_Involvement)



Test d'homogénéité des variances

		Statistique de Levene	ddl1	ddl2	Sig.
Flow_Involvement	Basé sur la moyenne	2,600	3	174	,054
	Basé sur la médiane	2,292	3	174	,080
	Basé sur la médiane avec ddl ajusté	2,292	3	165,976	,080
	Basé sur la moyenne tronquée	2,600	3	174	,054

ANOVA

Flow_Involvement

	Somme des carrés	ddl	Carré moyen	F	Sig.
Intergroupes	26,997	3	8,999	4,597	,004
Intragroupes	340,599	174	1,957		
Total	367,596	177			

Tests post hoc

Comparaisons multiples :

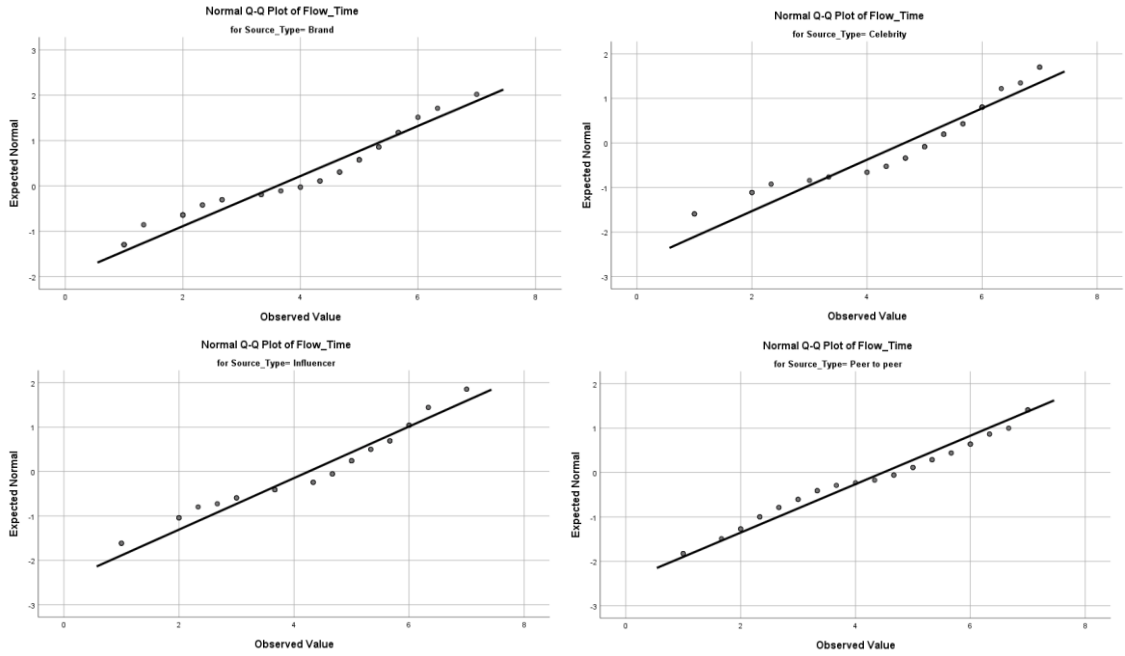
Variable dépendante: Flow_Involvement
Scheffé

(I) Source_Type	(J) Source_Type	Différence moyenne (I-J)	Erreur standard	Sig.	Intervalle de confiance à 95 % Borne inférieure	Borne supérieure
Brand	Celebrity	-,21061	,29663	,918	-1,0480	,6268
	Influencer	-,33116	,29335	,735	-1,1593	,4970
	Peer to peer	-1,04729*	,29836	,008	-1,8896	-,2050
Celebrity	Brand	,21061	,29663	,918	-,6268	1,0480
	Influencer	-,12055	,29503	,983	-,9534	,7123
	Peer to peer	-,83668	,30002	,054	-1,6836	,0103
Influencer	Brand	,33116	,29335	,735	-,4970	1,1593

	Celebrity	,12055	,29503	,983	-,7123	,9534
	Peer to peer	-,71613	,29678	,125	-1,5539	,1217
Peer to peer	Brand	1,04729*	,29836	,008	,2050	1,8896
	Celebrity	,83668	,30002	,054	-,0103	1,6836
	Influencer	,71613	,29678	,125	-,1217	1,5539

*. La différence moyenne est significative au niveau 0.05.

ANOVA (Variable Dépendante : Flow_Time)



Test d'homogénéité des variances

		Statistique de Levene	ddl1	ddl2	Sig.
Flow_Time	Basé sur la moyenne	,752	3	174	,523
	Basé sur la médiane	,808	3	174	,491
	Basé sur la médiane avec ddl ajusté	,808	3	166,887	,491
	Basé sur la moyenne tronquée	,820	3	174	,485

ANOVA

Flow_Time

	Somme des carrés	ddl	Carré moyen	F	Sig.
Intergroupes	27,955	3	9,318	2,957	,034
Intragroupes	548,385	174	3,152		
Total	576,340	177			

Tests post hoc

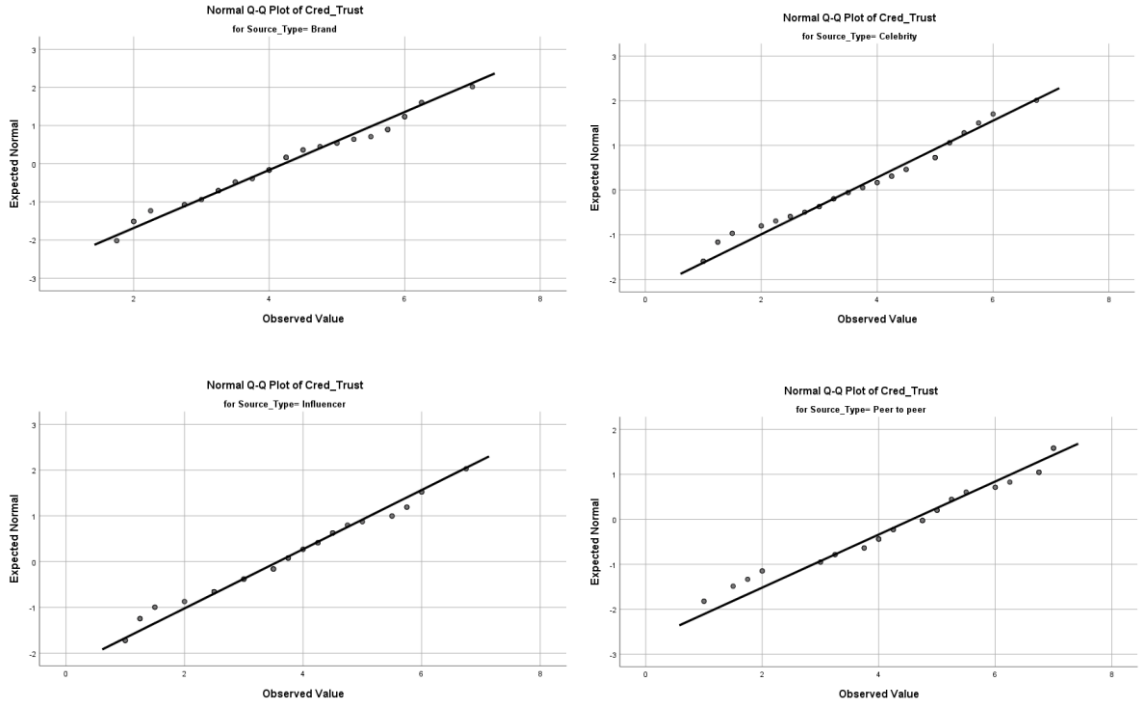
Comparaisons multiples :

Variable dépendante: Flow_Time
Scheffé

					Intervalle de confiance à 95 %	
(I) Source_Type	(J) Source_Type	Différence moyenne (I-J)	Erreur standard	Sig.	Borne inférieure	Borne supérieure
Brand	Celebrity	-1,04411	,37638	,056	-2,1067	,0184
	Influencer	-,64622	,37222	,392	-1,6970	,4046
	Peer to peer	-,87321	,37859	,154	-1,9420	,1956
Celebrity	Brand	1,04411	,37638	,056	-,0184	2,1067

	Influencer	,39789	,37436	,770	-,6589	1,4547
	Peer to peer	,17089	,38069	,977	-,9038	1,2456
Influencer	Brand	,64622	,37222	,392	-,4046	1,6970
	Celebrity	-,39789	,37436	,770	-1,4547	,6589
	Peer to peer	-,22700	,37657	,948	-1,2901	,8361
Peer to peer	Brand	,87321	,37859	,154	-,1956	1,9420
	Celebrity	-,17089	,38069	,977	-1,2456	,9038
	Influencer	,22700	,37657	,948	-,8361	1,2901

ANOVA (Variable Dépendante : Cred_Trust)



Test d'homogénéité des variances

		Statistique de Levene	ddl1	ddl2	Sig.
Cred_Trust	Basé sur la moyenne	1,055	3	174	,370
	Basé sur la médiane	,951	3	174	,417
	Basé sur la médiane avec ddl ajusté	,951	3	167,103	,417
	Basé sur la moyenne tronquée	1,020	3	174	,385

ANOVA

Cred_Trust

	Somme des carrés	ddl	Carré moyen	F	Sig.
Intergroupes	32,954	3	10,985	4,655	,004
Intragroupes	410,632	174	2,360		
Total	443,586	177			

Tests post hoc

Comparaisons multiples :

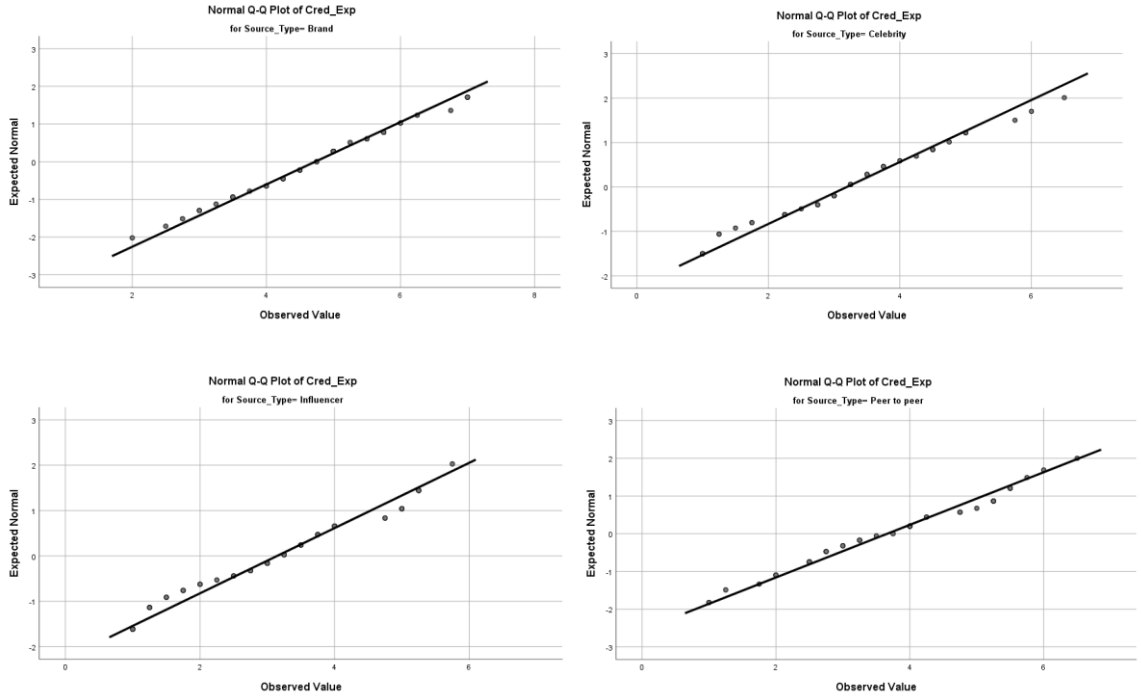
Variable dépendante: Cred_Trust
Scheffé

					Intervalle de confiance à 95 %	
(I) Source_Type	(J) Source_Type	Différence moyenne (I-J)	Erreur standard	Sig.	Borne inférieure	Borne supérieure
Brand	Celebrity	,65985	,32570	,254	-,2596	1,5793

	Influencer	,63514	,32210	,277	-,2742	1,5444
	Peer to peer	-,35891	,32761	,753	-1,2838	,5659
Celebrity	Brand	-,65985	,32570	,254	-1,5793	,2596
	Influencer	-,02470	,32394	1,000	-,9392	,8898
	Peer to peer	-1,01876*	,32942	,025	-1,9487	-,0888
Influencer	Brand	-,63514	,32210	,277	-1,5444	,2742
	Celebrity	,02470	,32394	1,000	-,8898	,9392
	Peer to peer	-,99406*	,32586	,028	-1,9140	-,0741
Peer to peer	Brand	,35891	,32761	,753	-,5659	1,2838
	Celebrity	1,01876*	,32942	,025	,0888	1,9487
	Influencer	,99406*	,32586	,028	,0741	1,9140

*. La différence moyenne est significative au niveau 0.05.

ANOVA (Variable Dépendante : Cred_Exp)



Test d'homogénéité des variances

		Statistique de Levene	ddl1	ddl2	Sig.
Cred_Exp	Basé sur la moyenne	,891	3	174	,447
	Basé sur la médiane	,865	3	174	,460
	Basé sur la médiane avec ddl ajusté	,865	3	171,069	,460
	Basé sur la moyenne tronquée	,898	3	174	,443

ANOVA

Cred_Exp

	Somme des carrés	ddl	Carré moyen	F	Sig.
Intergroupes	72,923	3	24,308	12,968	,000
Intragroupes	326,143	174	1,874		
Total	399,066	177			

Tests post hoc

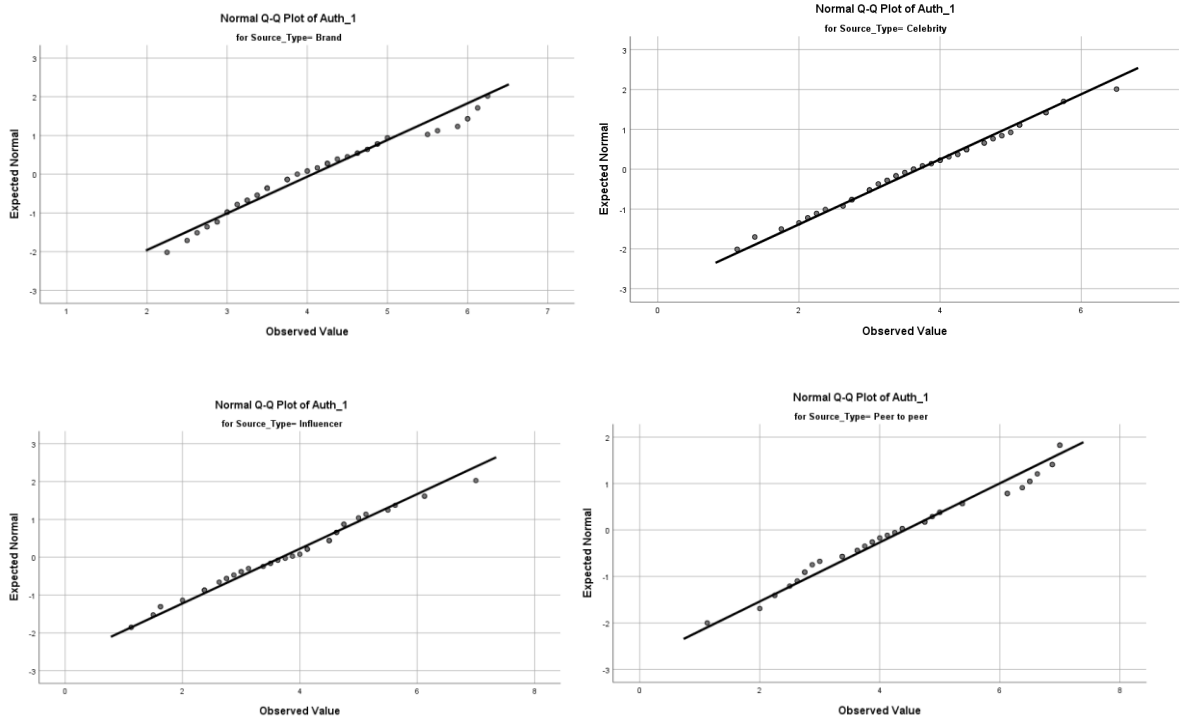
Comparaisons multiples :

Variable dépendante: Cred_Exp
Scheffé

(I) Source_Type	(J) Source_Type	Différence moyenne (I-J)	Erreur standard	Sig.	Intervalle de confiance à 95 %	
					Borne inférieure	Borne supérieure
Brand	Celebrity	1,53460*	,29026	,000	,7152	2,3540
	Influencer	1,58104*	,28705	,000	,7707	2,3914
	Peer to peer	1,06499*	,29196	,005	,2408	1,8892
Celebrity	Brand	-1,53460*	,29026	,000	-2,3540	-,7152
	Influencer	,04644	,28870	,999	-,7686	,8615
	Peer to peer	-,46961	,29358	,467	-1,2984	,3592
Influencer	Brand	-1,58104*	,28705	,000	-2,3914	-,7707
	Celebrity	-,04644	,28870	,999	-,8615	,7686
	Peer to peer	-,51605	,29041	,371	-1,3359	,3038
Peer to peer	Brand	-1,06499*	,29196	,005	-1,8892	-,2408
	Celebrity	,46961	,29358	,467	-,3592	1,2984
	Influencer	,51605	,29041	,371	-,3038	1,3359

*. La différence moyenne est significative au niveau 0.05.

ANOVA (Variable Dépendante : Auth_1)



Test d'homogénéité des variances

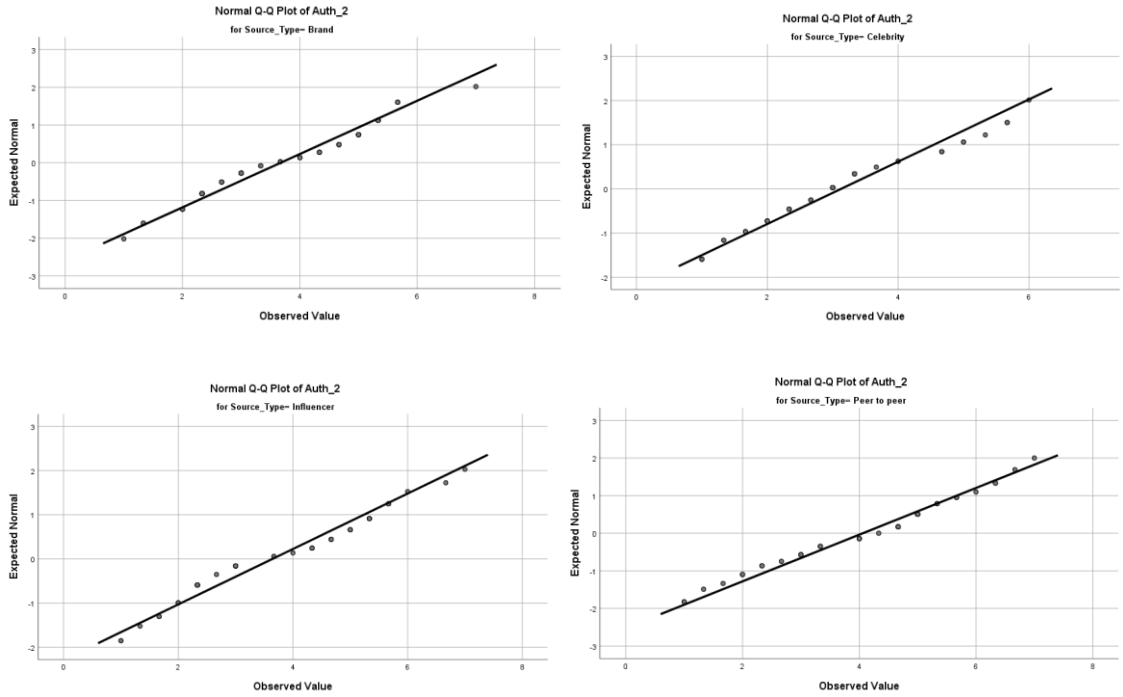
		Statistique de Levene	ddl1	ddl2	Sig.
Auth_1	Basé sur la moyenne	3,048	3	174	,030
	Basé sur la médiane	2,993	3	174	,032
	Basé sur la médiane avec ddl ajusté	2,993	3	166,207	,032
	Basé sur la moyenne tronquée	3,092	3	174	,028

ANOVA

Auth_1

	Somme des carrés	ddl	Carré moyen	F	Sig.
Intergroupes	16,083	3	5,361	3,073	,029
Intragroupes	303,524	174	1,744		
Total	319,606	177			

ANOVA (Variable Dépendante : Auth_2)



Test d'homogénéité des variances

		Statistique de Levene	ddl1	ddl2	Sig.
Auth_2	Basé sur la moyenne	1,036	3	174	,378
	Basé sur la médiane	1,068	3	174	,364
	Basé sur la médiane avec ddl ajusté	1,068	3	167,401	,364
	Basé sur la moyenne tronquée	1,067	3	174	,365

ANOVA

Auth_2

	Somme des carrés	ddl	Carré moyen	F	Sig.
Intergroupes	19,173	3	6,391	2,795	,042
Intragroupes	397,858	174	2,287		
Total	417,031	177			

Tests post hoc

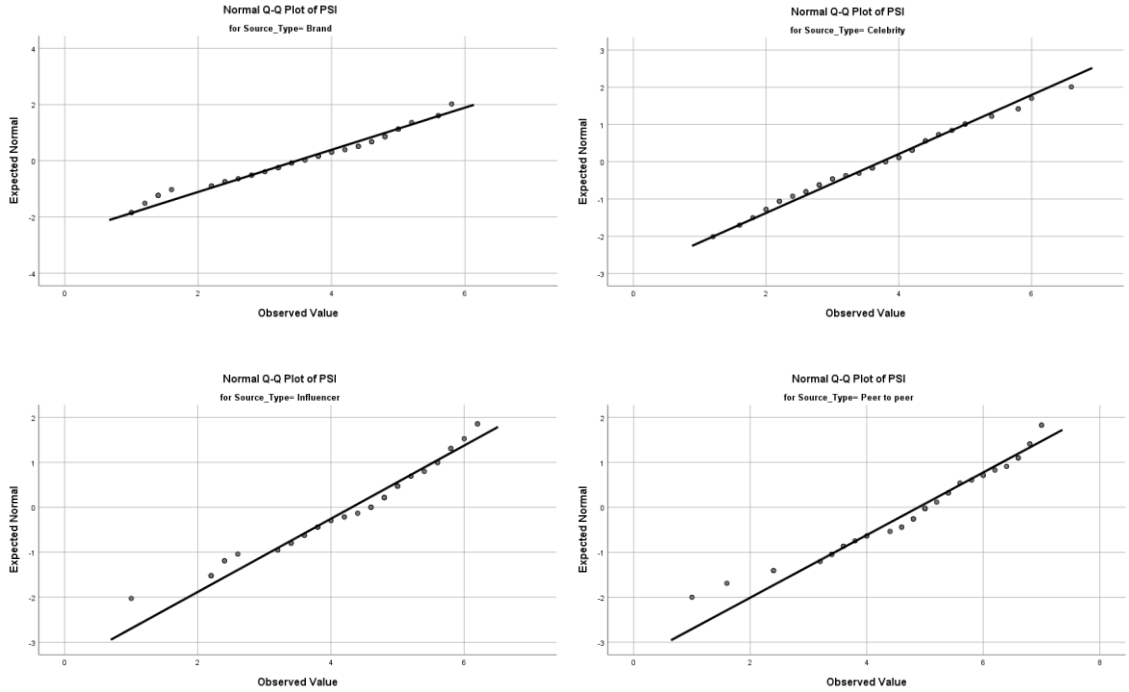
Comparaisons multiples :

Variable dépendante: Auth_2
Scheffé

(I) Source_Type	(J) Source_Type	Différence moyenne (I-J)	Erreur standard	Sig.	Intervalle de confiance à 95 % Borne inférieure	Borne supérieure
Brand	Celebrity	,54529	,32059	,411	-,3598	1,4503
	Influencer	,02915	,31705	1,000	-,8659	,9242
	Peer to peer	-,38794	,32247	,695	-1,2983	,5224
Celebrity	Brand	-,54529	,32059	,411	-1,4503	,3598
	Influencer	-,51614	,31886	,456	-1,4163	,3840
	Peer to peer	-,93323*	,32426	,044	-1,8486	-,0178
Influencer	Brand	-,02915	,31705	1,000	-,9242	,8659
	Celebrity	,51614	,31886	,456	-,3840	1,4163
	Peer to peer	-,41709	,32075	,640	-1,3226	,4884
Peer to peer	Brand	,38794	,32247	,695	-,5224	1,2983

	Celebrity	,93323*	,32426	,044	,0178	1,8486
	Influencer	,41709	,32075	,640	-,4884	1,3226

ANOVA (Variable Dépendante : PSI)



Test d'homogénéité des variances

		Statistique de Levene	ddl1	ddl2	Sig.
PSI	Basé sur la moyenne	,204	3	174	,893
	Basé sur la médiane	,243	3	174	,866
	Basé sur la médiane avec ddl ajusté	,243	3	167,496	,866
	Basé sur la moyenne tronquée	,196	3	174	,899

ANOVA

PSI

	Somme des carrés	ddl	Carré moyen	F	Sig.
Intergroupes	51,930	3	17,310	9,989	,000
Intragroupes	301,530	174	1,733		
Total	353,460	177			

Tests post hoc

Comparaisons multiples :

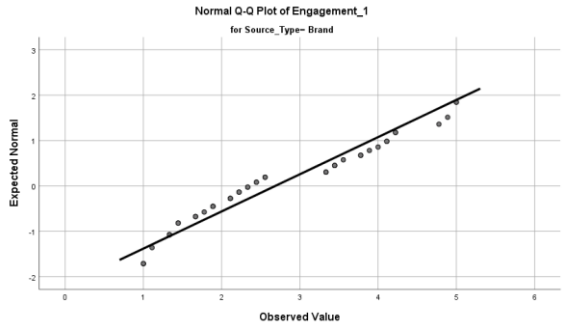
Variable dépendante: PSI
Scheffé

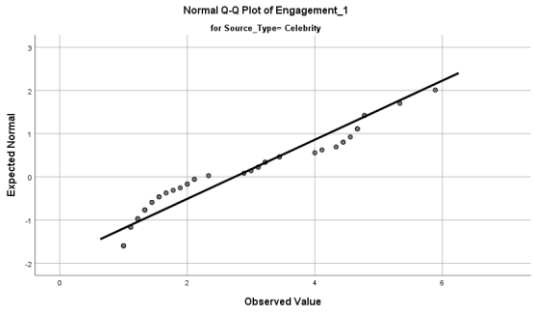
(I) Source_Type	(J) Source_Type	Différence moyenne (I-J)	Erreur standard	Sig.	Intervalle de confiance à 95 % Borne inférieure	Intervalle de confiance à 95 % Borne supérieure
Brand	Celebrity	-,25636	,27910	,839	-1,0443	,5315
	Influencer	-,83304*	,27601	,031	-1,6122	-,0539
	Peer to peer	-1,40837*	,28073	,000	-2,2009	-,6159
Celebrity	Brand	,25636	,27910	,839	-,5315	1,0443
	Influencer	-,57668	,27759	,233	-1,3603	,2070
	Peer to peer	-1,15201*	,28229	,001	-1,9489	-,3551
Influencer	Brand	,83304*	,27601	,031	,0539	1,6122

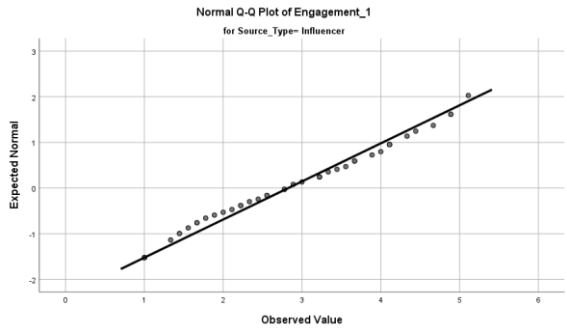
	Celebrity	,57668	,27759	,233	-,2070	1,3603
	Peer to peer	-,57533	,27924	,240	-1,3636	,2130
Peer to peer	Brand	1,40837*	,28073	,000	,6159	2,2009
	Celebrity	1,15201*	,28229	,001	,3551	1,9489
	Influencer	,57533	,27924	,240	-,2130	1,3636

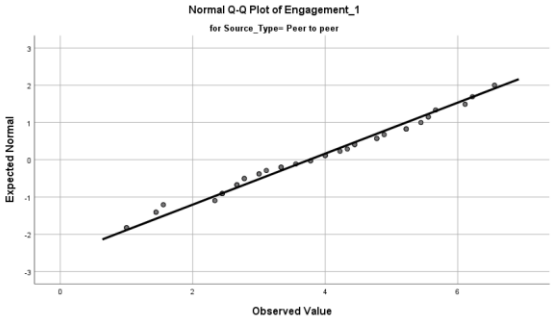
*. La différence moyenne est significative au niveau 0.05.

ANOVA (Variable Dépendante : Engagement_1)









Test d'homogénéité des variances

		Statistique de Levene	ddl1	ddl2	Sig.
Engagement_1	Basé sur la moyenne	1,781	3	174	,152
	Basé sur la médiane	1,421	3	174	,238
	Basé sur la médiane avec ddl ajusté	1,421	3	165,996	,238
	Basé sur la moyenne tronquée	1,768	3	174	,155

ANOVA

Engagement_1

	Somme des carrés	ddl	Carré moyen	F	Sig.
Intergroupes	33,549	3	11,183	6,234	,000
Intragroupes	312,115	174	1,794		
Total	345,663	177			

Tests post hoc

Comparaisons multiples :

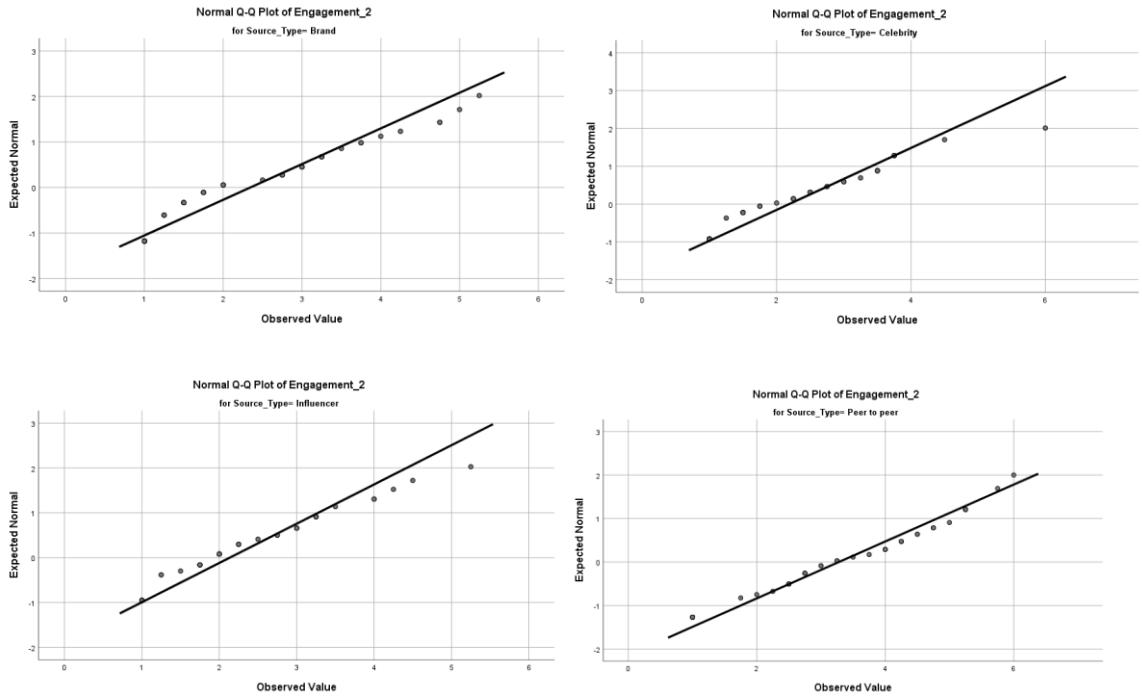
Variable dépendante: Engagement_1
Scheffé

					Intervalle de confiance à 95 %	
(I) Source_Type	(J) Source_Type	Différence moyenne (I-J)	Erreur standard	Sig.	Borne inférieure	Borne supérieure
Brand	Celebrity	-,05600	,28395	,998	-,8576	,7456
	Influencer	-,13967	,28081	,970	-,9324	,6531
	Peer to peer	-1,07327*	,28562	,003	-1,8796	-,2670

Celebrity	Brand	,05600	,28395	,998	-,7456	,8576
	Influencer	-,08366	,28242	,993	-,8810	,7136
	Peer to peer	-1,01727*	,28720	,007	-1,8280	-,2065
Influencer	Brand	,13967	,28081	,970	-,6531	,9324
	Celebrity	,08366	,28242	,993	-,7136	,8810
	Peer to peer	-,93360*	,28410	,015	-1,7356	-,1316
Peer to peer	Brand	1,07327*	,28562	,003	,2670	1,8796
	Celebrity	1,01727*	,28720	,007	,2065	1,8280
	Influencer	,93360*	,28410	,015	,1316	1,7356

*. La différence moyenne est significative au niveau 0.05.

ANOVA (Variable Dépendante : Engagement_2)



Test d'homogénéité des variances

		Statistique de Levene	ddl1	ddl2	Sig.
Engagement_2	Basé sur la moyenne	2,275	3	174	,082
	Basé sur la médiane	2,056	3	174	,108
	Basé sur la médiane avec ddl ajusté	2,056	3	172,004	,108
	Basé sur la moyenne tronquée	2,315	3	174	,078

ANOVA

Engagement_2

	Somme des carrés	ddl	Carré moyen	F	Sig.
Intergroupes	37,494	3	12,498	7,427	,000
Intragroupes	292,791	174	1,683		
Total	330,285	177			

Tests post hoc

Comparaisons multiples :

Variable dépendante: Engagement_2

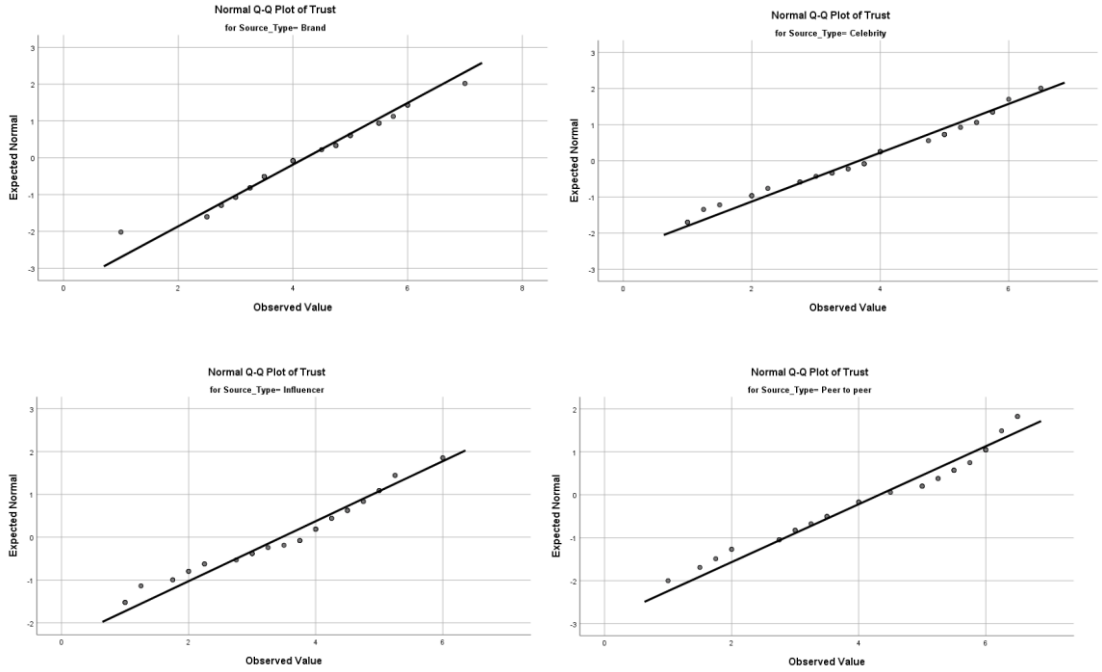
Scheffé

(I) Source_Type	(J) Source_Type	Différence	Erreur standard	Sig.	Intervalle de confiance à 95 %

		moyenne (I-J)			Borne inférieure	Borne supérieure
Brand	Celebrity	,15694	,27502	,955	-,6195	,9333
	Influencer	,20857	,27198	,899	-,5592	,9764
	Peer to peer	-,93463*	,27663	,011	-1,7156	-,1537
Celebrity	Brand	-,15694	,27502	,955	-,9333	,6195
	Influencer	,05163	,27354	,998	-,7206	,8238
	Peer to peer	-1,09157*	,27817	,002	-1,8768	-,3063
Influencer	Brand	-,20857	,27198	,899	-,9764	,5592
	Celebrity	-,05163	,27354	,998	-,8238	,7206
	Peer to peer	-1,14320*	,27516	,001	-1,9200	-,3664
Peer to peer	Brand	,93463*	,27663	,011	,1537	1,7156
	Celebrity	1,09157*	,27817	,002	,3063	1,8768
	Influencer	1,14320*	,27516	,001	,3664	1,9200

*. La différence moyenne est significative au niveau 0.05.

ANOVA (Variable Dépendante : Trust)



Test d'homogénéité des variances

		Statistique de Levene	ddl1	ddl2	Sig.
Trust	Basé sur la moyenne	1,284	3	174	,281
	Basé sur la médiane	1,186	3	174	,317
	Basé sur la médiane avec ddl ajusté	1,186	3	170,954	,317
	Basé sur la moyenne tronquée	1,274	3	174	,285

ANOVA

Trust

	Somme des carrés	ddl	Carré moyen	F	Sig.
Intergroupes	23,344	3	7,781	3,970	,009
Intragroupes	341,017	174	1,960		
Total	364,361	177			

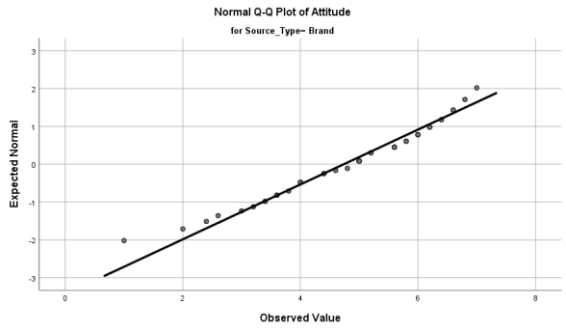
Tests post hoc

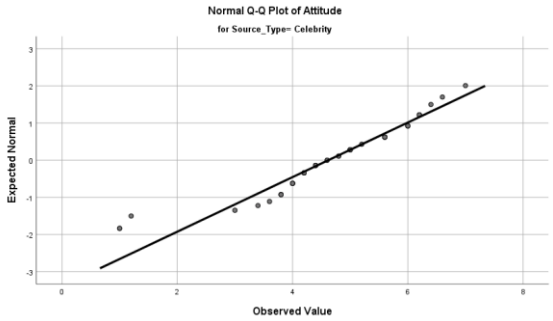
Comparaisons multiples :

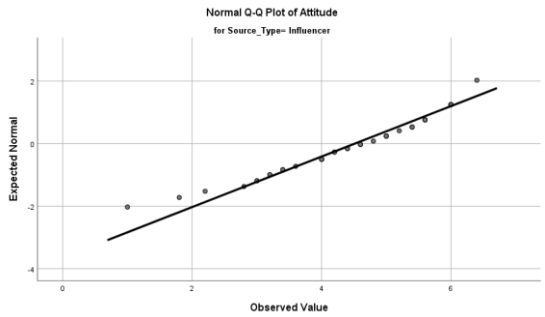
Variable dépendante: Trust
Scheffé

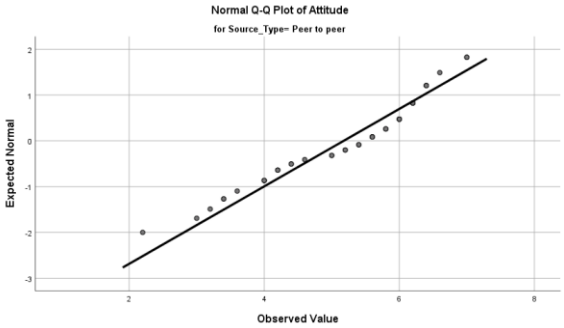
(I) Source_Type	(J) Source_Type	Différence moyenne (I-J)	Erreur standard	Sig.	Intervalle de confiance à 95 % Borne inférieure	Borne supérieure
Brand	Celebrity	,55177	,29681	,330	-,2861	1,3897
	Influencer	,75483	,29353	,089	-,0738	1,5835
	Peer to peer	-,10336	,29855	,989	-,9462	,7395
Celebrity	Brand	-,55177	,29681	,330	-1,3897	,2861
	Influencer	,20306	,29521	,925	-,6303	1,0365
	Peer to peer	-,65513	,30020	,194	-1,5026	,1924
Influencer	Brand	-,75483	,29353	,089	-1,5835	,0738
	Celebrity	-,20306	,29521	,925	-1,0365	,6303
	Peer to peer	-,85819*	,29696	,042	-1,6965	-,0199
Peer to peer	Brand	,10336	,29855	,989	-,7395	,9462
	Celebrity	,65513	,30020	,194	-,1924	1,5026
	Influencer	,85819*	,29696	,042	,0199	1,6965

ANOVA (Variable Dépendante : Attitude)









Test d'homogénéité des variances

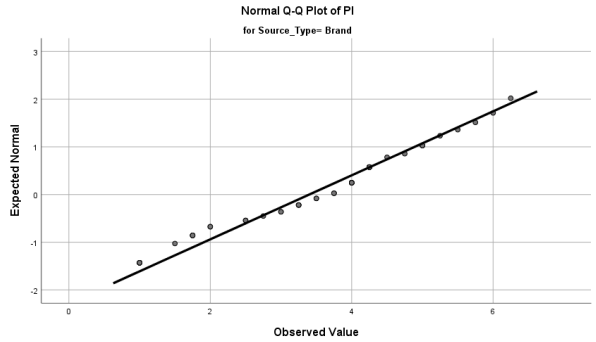
		Statistique de Levene	ddl1	ddl2	Sig.
Attitude	Basé sur la moyenne	,302	3	174	,824
	Basé sur la médiane	,258	3	174	,856
	Basé sur la médiane avec ddl ajusté	,258	3	170,526	,856
	Basé sur la moyenne tronquée	,291	3	174	,832

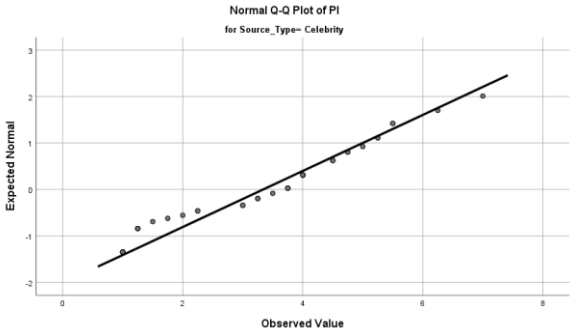
ANOVA

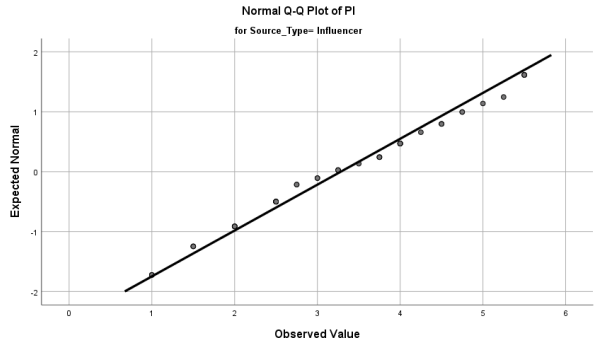
Attitude

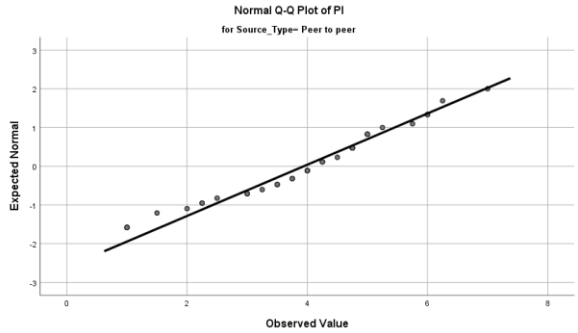
	Somme des carrés	ddl	Carré moyen	F	Sig.
Intergroupes	11,178	3	3,726	2,228	,087
Intragroupes	291,000	174	1,672		
Total	302,178	177			

ANOVA (Variable Dépendante : PI)









Test d'homogénéité des variances

		Statistique de Levene	ddl1	ddl2	Sig.
PI	Basé sur la moyenne	,970	3	174	,408
	Basé sur la médiane	,712	3	174	,546
	Basé sur la médiane avec ddl ajusté	,712	3	163,421	,546
	Basé sur la moyenne tronquée	1,009	3	174	,390

ANOVA

PI

	Somme des carrés	ddl	Carré moyen	F	Sig.
Intergroupes	12,098	3	4,033	1,805	,148
Intragroupes	388,742	174	2,234		
Total	400,840	177			